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Stage Set for Reopening of GM Plants

Sparks

It's mighty poor driving during a strike storm.

* * *

Drivers don't get the good breaks with bad brakes.

* * *

The flitting around of one Wally Reuther convinces many that one day he will be called the little man who wasn't there.

* * *

Workers have been finding strikes like a church bazaar. It costs nothing to get in but you can lose your shirt before you get out.

* * *

The U. S. is offering midget rail equipment for sale as surplus. Why not keep it right in Washington for some of those narrow-gage single-track minds?

* * *

Profit sharing has been successfully tried by some companies. But, for the sake of the record, its proponents asked for profit sharing not profit shearing.

* * *

They Never Miss

You can depend upon some of our ludicrous leaders to bring chaos out of order.

* * *

Anti-Freese Ceiling

A maximum retail price of $3.50 per gallon, installed, on any anti-freeze containing 98 per cent propylene glycol, has been set. This type includes "Certified Anti-Freeze."

* * *

Howsabout It?

All we need to avoid inflationary effects, end price control and restore labor-management peace is full production, says John Snyder, reconversion chief.

How to get into full production hasn't been doped out as yet!

* * *

Tire Windfall

The failure of new automobile production to hit its stride thus far will prove a windfall this year in favor of present users, who may expect more tires for replacement purposes than was previously indicated, J. Chester Ray, Fisk sales manager of United States Rubber, said last week.

Ray estimated that during 1946 aabout 50 million tires will be available for replacement and only 16 million will be used for new car production.

He added that most of the natural rubber trickling into the country from the Orient will be used for truck tires this year.

Parts Shortages Cripple Dealer Service Shops

Bearings, Clutches And Gears Cause Worst Crisis Yet

DETROIT.—A severe parts shortage is paralyzing dealers' service shops, it was disclosed last week in an AUTOMOTIVE NEWS survey of dealers and parts jobbers across the country.

All hope for relief was focused on the settling of the steel strike and possibility of an early end to other major labor-management disputes.

At best, dealers reported that it would be at least 90 days before service operations would be able to return to normal.

Most critical on the shortage list are gears, clutches, transmissions and bearings, with General Motors retailers the hardest hit in this respect.

On the West Coast, service business was only 25 percent of normal, while in Texas dealers reported that 10 percent of the automobiles are inactivated. Another 20 percent of the cars are "barely holding together" in Waco.

Hartford (Conn.) dealers said the parts situation is more serious now than at any time during the war. Engine parts were reported especially critical.

A somewhat improved situation was reported in Chicago, where one jobber listed inventories up $60,000 over a year ago. However, dealers there predicted an extremely critical problem would result within 30 days.

* * *

Steel Peace Offers Hope To West Coast Dealers

By Lynn Rogers
Staff Correspondent

LOS ANGELES. — With settlement of the steel strike and possibility of an early end to strikes in other automotive parts and suppliers plants, it looks as though some relief is in sight for the much kicked-around motoring public on the Pacific Coast.

Automotive and truck owners in this area have been suffering greatly because of the acute shortage of parts. Many passenger cars and some trucks have been laid-up due to the inability of service shops to obtain necessary parts to keep them in operation.

There is a shortage of gears,

(Continued on Page 29, Col. 1)

THE NEW DE SOTO makes its bow featuring gyrol fluid drive and "tip-toe" shifts. Ten models will be included in the De Soto line, with 10 colors and four two-tone combinations available. The new model is longer and lower than '42s.

* * *

De Soto Bows In With Longer, Lower Lines

DETROIT.—Notable increases in performance standards, made possible by a large number of engineering changes, and new styling characterize the new De Soto announced last week.

Ten models will be included in the De Soto line. The three-passenger coupe, club coupe, two-door and four-door sedans are in the deluxe lines, while the custom line will include the club coupe, convertible coupe, brougham, four-door sedan, seven-passenger sedan and seven-passenger limousine.

Ten colors and four two-tone combinations are available.

The new De Soto is longer and lower than the 1942 model and has a wheelbase of 121½ inches.

De Soto features gyrol fluid drive with a new transmission—"tip-toe" shift, which is said to allow the motorist to drive all day without touching the gear-shift lever or clutch. This transmission has built-in hydraulic controls, larger gears and a non-locking feature. A new third speed gear ratio is used, which gives faster pickup in the starting gear. The improved construction is said to provide smoother action and longer life.

Fluid drive, the coupling which transmits power to the rear wheels through a "cushion" of oil, has a new driver housing, eliminating a welding plug, to provide further proof against oil leakage.

One of the many improvements in the new De Soto is found in the new Safe - Stop hydraulic brakes. The new brake utilizes an individual cylinder for each shoe in the front wheel brakes, while the rear wheel brakes are redesigned to operate in conjunction with the front wheel brakes. The new brakes give higher braking efficiency with lower pedal pressure, it is said. Better distribution of lining wear results in greater mileage between lining replace-

(Continued on Page 36, Col. 1)

Ford Cuts Truck Price $105 Under Ceiling

DEARBORN. — To meet competition, Ford already has reduced by $105 the price on one of its trucks, Henry Ford revealed last week in answering charges by Chester Bowles.

Present price of the closed cab pickup truck is $898.11, plus delivery charges, compared with an OPA ceiling price of $803.11 for the model.

Snyder Sees End Of Price Control On Cars in Year

By Mel Humphrey
Associate Editor

DETROIT. — Government price control on the automobile industry will end early in 1947, it was predicted last week by John W. Snyder, director of War Mobilization and Reconversion, at a press conference prior to addressing the Economic Club of Detroit.

He said that competition alone, under full production, will control prices against the battle of inflation and that the government is "doing everything possible to aid industry to reach full output promptly."

Although Snyder would not forecast a definite date when auto price control would end, Chester Bowles, newly appointed stabilization administrator, testified before a House committee recently that "no major ceilings on automobiles and automobile parts would be lifted during the fiscal year ending June 30, 1947."

Asserting that he is in full sympathy with the small businessman, Snyder warned that small business will be penalized by being caught in the middle of a price squeeze between now and the time controls are lifted unless the government acts swiftly to avoid such problems.

"Automobile parts manufacturers wil undoubtedly seek higher prices from the auto makers who, in turn, will request price adjustments on the new cars," Snyder said.

In his address, Snyder pointed

(See SNYDER, Page 36, Col. 3)

Cars Due to Roll 3-7 Days After Agreement

New Delays Threaten As Steel Fabricators Hold Out for Relief

By Mac Gordon
Staff Writer

DETROIT. — Special Mediator James S. Dewey had apparently succeeded Friday in setting the stage for the end of the General Motors strike.

Indicating that the issue of union security was resolved and that wages were no longer a major consideration, Dewey brought the corporation and union negotiators together again Friday to tackle the final stumbling block, promotions and transfers.

Pressure from Secretary of Labor Schwellenbach to hasten a settlement in the three-month-old shutdown induced Dewey to arrange the two meetings on Friday. After some progress Friday, negotiations were adjourned until Saturday.

It is expected that most GM divisions will be able to resume pro-

How will steel's $5 per ton boost affect new car prices? See FOB Factory on page 8.

duction within three to seven days after ratification of the peace pact by union locals.

Once the relationship of seniority to promotions is agreed upon by both sides, Dewey predicted, other minor issues will be disposed of swiftly and the contract can be signed. In event of a delay in settling the strike, over the weekend, it appeared likely that high federal officials would step into the picture early this week.

A new strike menace to auto production arose, meanwhile. Steel fabricators have refused to sign wage agreements with the striking United Steelworkers-CIO until they are assured of adequate price relief.

With all the auto steel mills back in production, the fabricators threaten to become a serious bottleneck to vehicle assembly. The foundries feel, however, that their case was omitted from the wage-price formula and that now they

(Continued on Page 38, Col. 1)

Bowles Blasted by Ford For Half-Told Story

WASHINGTON.—Whether Henry Ford II will appear before the House Banking and Currency committee to discuss further his opposition to government price controls on new cars and parts, was left up to Ford himself last week by Rep. Brent Spence (Ky.), committee chairman.

In view of Ford's two detailed replies to Chester Bowles' blasts that the Ford company had sought a 33 percent increase in new car prices last summer, it appeared doubtful if the young Ford Motor Co. president would appear before the committee.

Henry Ford II

The controversy waxed hot after Bowles, testifying in behalf of a year's

(Continued on Page 12, Col. 1)

Is There a . . .

Skeptic in the House?

By Bob Finlay
Managing Editor

DETROIT.—AUTOMOTIVE NEWS set out last week to find to what extent the increase in steel prices would affect the cost of building cars.

What it found was confusion thrice confounded. And from the depths of that confusion came a faint cry:

"Is there a skeptic in the house?"

We crept up to the edge of the abyss, still fearful of learning too much about the plight of the auto industry lest we go nuts, too, and we caught the echo:

"Is there a skeptic in the whole damned country?"

Against our better judgment, we went into the situation deeper, only to conclude that the echo had something.

What this country needs is a few old-fashioned skeptics; guys who doubt that two and two makes anything but four.

But everybody's a wise guy these days. They know the auto industry does it with mirrors.

Just try squawking about building cars at a loss of $300 apiece and see what happens. Chester Bowles will burn your ears with the charge that you're a selfish interest.

Now we got Joes in Washing-

(Continued on Page 38, Col. 5)

—Milwaukee Journal Photo

GOING OVER PLANS for San Chez Motors (Dodge-Plymouth) in Milwaukee are F. B. Gordon, general manager; Byron Cline and Belmont San Chez, the fabulous operator whose name means "without a home," and who has plenty of homes. According to William Manly, the Milwaukee Journal's auto editor, San Chez has 19 companies, most of them in the auto field. San Chez says he has the largest Hudson dealership in the U. S., the second largest Pontiac dealership. He started with a Nash dealership in New Orleans and $100, got a Pontiac dealership in Los Angeles in 1937, another Pontiac dealership in Pasadena in 1939, a Hollywood Lincoln-Mercury distributorship and a Pontiac dealership in Memphis in 1940. By the end of 1941 he also had three Hudson dealerships in Los Angeles. Each of the auto companies operates separately, San Chez says.

Tucker Denies Any Payment To Higgins In Suit

YPSILANTI, Mich. — (INS) — Preston Tucker denied last week that any payment was made to Andrew J. Higgins jr., in an out - of - court settlement of an $118,218 suit brought by the New Orleans shipbuilder, dismissed last week in a Detroit federal court.

Preston Tucker

Tucker's denial followed a published statement quoting James Dresbach of Detroit, Higgins' attorney, who reportedly said the settlement was for $50,000, "contingent on Tucker's recovery of that sum" from a St. Louis firm.

"Coming at this particular time, Higgins' suit had nuisance value and to settle it an agreement was reached by which this suit was traded for another possible suit," Tucker said.

"No money was paid to Higgins, nor did we pay court charges. It was agreed that Higgins should receive a certain percentage, or amount, when, as and if a separate suit may be started against another corporation, should such corporation lose."

"I was never employed by Higgins, and the records show I was never paid any salary by Higgins Industries," Tucker said. "I was executive vice - president of the Higgins-Tucker Motor Co., which was organized to build boat parts to enable Higgins to get orders from the government.

"This organization was disbanded after Higgins repeatedly interfered with engineering organization and operations, causing interminable delay and finally in cancellation of contracts."

Tucker said he took plant equipment, machine tools and 125 technicians to New Orleans in 1943, returning to Ypsilanti in 1944 after the rift with Higgins to build precision motor parts under direct contract with government procurement agencies.

"We still have claims against Higgins for precision parts produced during the war, running into thousands of dollars and now in litigation in courts at New Orleans, in addition to a contract for 2 percent royalties on marine equipment when and if Higgins gets into production. This contract runs for 17 years."

Mason Reports Nash Dealers In Top Shape

DETROIT. — "Progress made in Nash dealer organization and facilities on the West Coast during the past two years has given us the greatest sales force in the history of Nash Motors," George W. Mason, president of Nash-Kelvinator Corp., stated last week upon his return to Detroit after personally inspecting dealerships in California, Oregon and Washington.

It is believed that this was the first time in many years that the president of an automobile company made such a detailed inspection of dealerships.

Mason was accompanied on the trip by H. C. Doss, vice-president and general sales manager of Nash. After arriving on the coast Mason and Doss drove almost 2,200 miles in a period of two weeks calling on dealers. Their intensive trip included 90 percent of the dealers in the Los Angeles zone, 75 percent of the dealers in the San Francisco zone, 60 percent of the dealers in the Portland zone, and 58 percent of the dealers in the Seattle zone.

May Resort to Haulaways . . .

Six Auto Manufacturers Petition For Lower Railroad Rates

WASHINGTON.—Six motor car makers last week told the Interstate Commerce commission that, unless the ICC reinstates suspended lower railroad rates affecting them, their competitive positions will suffer immeasurably.

At the same time, a petition for a suspension order was presented by Chrysler, Graham-Paige, Hudson, Kaiser-Frazer, Nash and Packard.

The ICC was asked to reinstate a rate of 75 percent of the first class charge as the maximum for carrying new automobiles in carloads. This rate was suspended by the ICC and 85 percent of first class was set as the maximum on the petition of the railroads and Ford Motor Co., and General Motors.

The rate dispute is due to the fact that GM and Ford ship cars from regional assembly plants, while the petitioning companies produce and assemble at Detroit, Willow Run, Mich., and Kenosha, Wis.

The smaller manufacturers contend that GM and Ford have short hauls on finished cars from regional sub-assembly plants to dealers, but that their price to dealers includes freight rates from Detroit or Flint.

Ford and GM, it was said, benefit doubly by the higher rates, because "the higher these rates are, the higher are the prices they charge their dealers and the greater is the freight profit they make. Also, the higher are the rates which their competitors are compelled to pay for transportation to common markets."

If the high rates remain in effect, the petitioners may resort to the use of trucks, they warned.

Jan. Car Output Hits 58,775 Units; Trucks 54,864

WASHINGTON.—More than 58,000 passenger cars rolled off the assembly lines in January, approximatcly a 100 percent increase over December and equal to two-thirds of the total 1945 production, the Civilian Production Administration reported last week.

January truck production of 54,864 units was also almost double the December level, it was stated.

The sharp spurt in automotive production, despite the complete work stoppage of one of the three largest manufacturers and partial stoppage of another through inability to obtain parts, offers a preview of what may be expected when the automotive industry hits its full production stride, CPA said.

Actual January automobile production totaled 58,775 units compared with 30,022 in December, 1945, and 83,792 from the start of production in July, 1945, through the year end.

Labor-management difficulties in manufacturers' plants and plants of suppliers are continuing to delay production, CPA said. The month-long steel strike which was generally terminated Feb. 17, will adversely affect steel deliveries for the next five to six weeks.

Commercial truck production in January was 54,864 units compared with 29,542 in December. Truck production is expected to continue its upsurge in February although gains will be moderate, CPA said.

Hudson Launches 2nd Line; Output Now 400 a Day

DETROIT.—In its continuing attempt to increase production, despite supplier difficulties and material shortages, Hudson opened its second assembly line last Tuesday, stepping up the production rate of 1946 models from 320 to 400 a day.

This production rate of 400 per day will be increased as rapidly as incoming materials will permit, but Hudson officials pointed out that the plan for continually increasing the rate of production beyond that will hinge on the same factor of material supplies.

It also was announced that in January Hudson built 5,738 new cars.

A Real Help

Dealer Prehn Foregoes Profit on GI Sales

SPRINGFIELD, Ill. — Harold Prehn, Inc. (Dodge-Plymouth), is using a new plan to assist veterans to secure used cars.

Under the plan, the dealer pays the "as is" OPA ceiling price for used automobiles, and in turn sells the car to a veteran at the same price with the addition of only the sales tax.

Burton Holaday, parts and service manager of the firm, and Larry Hagel, sales manager, both returned veterans and active in forming the plan, said all salesmen and employes of the company have agreed to donate any work that may be required in completing the transactions.

Strict observance will be made of OPA regulations governing prices, it is said. The dealer will cancel completely his allowed 25 percent margin on the "as is" price and the sale price.

No guarantee can be made on the cars and the veterans must keep the automobile and not resell it. The buyers will be required to show their discharge papers.

Kaiser-Frazer Gets Aluminum Plant for Cars

WASHINGTON.—With the statement that Kaiser-Frazer Corp. proposes to use aluminum extensively in the production of automobiles, the War Assets Corp. revealed last week that it would lease the Trentwood Aluminum Rolling Mill in Spokane, Wash., to the company.

A second plant in Spokane, the Aluminum Reduction, was leased to the Kaiser Cargo Co.

Last fall, Joseph W. Frazer, president of Kaiser-Frazer, said that light metals would be used extensively. However, since that time, Frazer and Henry J. Kaiser, chairman of the board, have said that for practical reasons their cars would be of steel at present.

Extensive use of aluminum is not expected for some time.

In leasing the plants, WAC turned down bids from Reynolds Metals Corp. which it said might have yielded a greater return to the government for the first four years in order to put Kaiser firms into the field with Reynolds and Aluminum Corp .of America.

The leases are for five years with option to buy. They are subject to approval of the Attorney General, but this was regarded as certain.

For the Trentwood plant, Kaiser-Frazer is to pay yearly rental amounting to 5 percent of gross aluminum sales or fixed amounts, whichever is greater. These amounts are $250,000 for the first year, $500,000 for the second, $1,366,000 for the third, $2,000,000 for the fourth and $2,667,000 for the fifth.

The Trentwood Aluminum Rolling Mill cost $47,630,000 and can process 288,000,000 pounds of aluminum a year. The $22,270,000 Mead Aluminum Reduction Plant has an annual capacity of 218,784,000 pounds.

* * *

Graham-Paige Files Debenture Issue

PHILADELPHIA. — Graham-Paige filed last week a registration statement with SEC for $12,000,000 of 4 percent secured convertible debentures, due 1956.

The debentures will be offered publicly at a price filed in amendment. Graham said it will use $2,500,000 to pay in full a note held by Bank of America National Trust & Savings Assn. and $8,000,000 in connection with production of the Frazer car.

This Gal Needs a Name

You'll be seeing this "curvaceous" gal every week from now on in AUTOMOTIVE NEWS — dealing with things automotive.

"You work out the next batch by yourself, you ought'a know how to say 'no' better than I do."

AUTOMOTIVE NEWS — MILLARD F. DENYES

So we'd like to let you readers have a hand in giving her an appropriate name.

Cartoonist Denyes has temporarily tagged her "Mag-neto," but those things went out of passenger cars about 20 years ago. So a lot of you readers may have a much better name to offer.

Please send it in pronto, and a board of judges will select the best.

* * *

And here's what we'll give the winner:

A large size original color drawing of the gal, with appropriate comment, for hanging in your office.

And to each of the next five best suggestions, we'll give a copy of Floyd Clymer's *Historical Motor Scrapbook.*

* * *

Our cartoon gal needs a name — in a hurry!

So, come one, come all. Get your suggestions in right away to —

Contest Editor, Automotive News
2666 Penobscot Building
DETROIT 26, MICHIGAN

COMMERCIAL CREDIT'S top command briefed more than 50 divisional and regional managers at a meeting last week in Baltimore on plans for postwar instalment buying. Left to right are H. B. Mathews, vice-president; H. L. Wynegar, president; E. C. Wareheim, executive vice-president, and W. B. Wylie, vice-president.

Dealers tell me

By John O. Munn

Dealers' or salesmen's comments, questions or requests may be addressed to John O. Munn in care of Automotive News, Detroit, and the writer's name will be kept in confidence if requested.

DEALERS have a lot of responsibility allotting new cars. Some dealers wish that new car rationing would be continued so that the government, rather than the dealer, would make the decision as to which buyers are entitled to them. Most dealers, however, are glad that the restrictions are off and are planning to do an honest, concientious, careful job in selecting buyers.

The whole situation will call for the exercise of good judgment. Everyone will be clamoring for cars, and it would take a Solomon to handle the situation. So long as the shortage of new cars exists, the dealer will be up against constant pressure from prospects. He will be in hot water all the time.

He must handle it with care, because he needs to use the situation to build goodwill rather than to gain a lot of enemies. He has not only himself to consider, but the prospects. The factory has a legitimate interest in seeing that good judgment is used in selecting the proper and deserving prospects.

* * *

This Plan Leaves Books Open

I HAVE heard dealers discuss this situation many times. I am convinced that there are no iron clad rules that can be universally applied by all dealers. There are too many variables.

The other day I talked to a dealer who has been very successful operator for 26 years. He has a 500-car contract. He has already taken and accepted deposits for 750 cars. In other words he has signed up his business for 18 months. With this method, he has allowed the customers themselves to determine the order of delivery, based upon the date he received the original order. He is not considering whether the customer has or has not a used car. That is another deal altogether. He believes that he must sell a new car to an old customer even though the old customer has sold his used car on the black market. If the customer turns in a car now he gives the ceiling, either cash or credit on a new one.

Later on, as used car prices fall below the ceiling, he will offer his customers a fair value, but doesn't in any instance expect to take a used car that will absorb any of the new car gross. He is perfectly satisfied to make his normal profit on new cars, and not take advantage of the situation in any way to gouge his customers. He keeps his listing open for inspection by the public and his customers. He feels through this method he will avoid criticism or the accusation of showing partiality.

* * *

Bad Features Are Cited

HOWEVER, this plan hardly provides for many eventualities that may occur during the 18 months. For instance, a doctor customer, who was delivered a car during the rationing period and who expected to drive it until new cars become plentiful, has an accident and must have a new car. Then the question will come up, how can this customer be taken care of immediately, when the delivery dates are already set up.

Neither does this plan provide for a returned soldier who previously was a customer and who shows up six months from now and needs a new car to go into business.

* * *

Advance Orders Are Refused

ANOTHER equally good dealer is refusing to take any advance orders whatsoever. He expects to decide on the order of deliveries as the cars arrive from the factory. The underlying thought is that by this arrangement he can better take care of the critical needs and the more deserving customers from day to day.

One thing this dealer might be accused of, in accepting no advanced orders, is that such a plan puts him in a position to take the most advantageous trade-ins. I can assure you, however, that in this instance such is not the case.

Delivering new cars to the proper people is indeed a responsibility of all the members of this trade. I am sure they will accept the challenge and they will do it soundly, honestly and wisely and in public interest.

* * *

THE basic editorial purpose of this column has been, and will continue to be, the stimulation of management programs so that dealer profit opportunities are expanded, security promoted by improved service to automobile owners, buyers and manufacturers.

Occasionally a little humor may make us more tranquil. That is why I quote below from the Virginia dealers membership bulletin, an article written by John E. Raine, the general manager of the association:

Lest We Forget

"Following World War I, we didn't have the troubles we are having today in getting new cars. Anyone could walk into any showroom and drive off with a car of his selection.

"It's true that some of those cars looked like a bathtub with seats, with 'tops' that could be put up by two men and side curtains which kept the rain out, if the celluloid 'lights' were not broken, which was usually the case. The price ranged around $1,500, but for a thousand, extra, you could get a sedan or coupe, which looked like a square greenhouse on wheels.

"Everyone had a wide choice—a Grant Six at $1,495 to $2,594 FOB, or an Elgin at $1,395; a Page at $1,555; a Lexington at $1,785; a King 8 at $2,150; a Mitchell Six at $1,475 or a Sayres at $1,695.

"Of course if you wanted a high priced car, the Kissel could be bought for $3,475, or a Marmon or Chalmers at any price the dealer could get.

"It was quite an event for a

(Continued on Page 35, Col. 3)

Just Among Dealers

W. E. MASON, (Dodge-Plymouth), born Nov. 18, 1904 in Malone, N. Y. Mason is an excellent example of pre-natal influence, that we occasionally read about. He evidently was born with a transportation bump. Early in the 90s his two grandfathers, Frank E. Mason and Frank P. Eldredge, formed a partnership at Malone, devoted to the transportation problems of the day. They sold everything from horses to the finest custom phaeton. In 1906 this company sold its first automobile, and incidentally, a tradein was involved. From that date began the transition of horses and wagons to cars and trucks.

W. E. Mason

A few years before, a son of Mason's, E. S. Mason, married the daughter of Eldredge. Eldredge and Mason obtained the Dodge franchise before Dodge actually started production. They have continued

(Continued on Page 35, Col. 1)

NADA Warns Dealers On New Tire Sales

WASHINGTON. — NADA reminded dealers last week that it is no longer necessary to require a used tire as a tradein on a new one and that requiring a tradein would be a "tie-in" sale. Under the regulation, the buyer must be granted a "fair allowance" for used tires and tubes according to the market in the seller's locality.

However, if a tradein tire has no value no allowance is necessary and deductions from tabled prices are permitted for necessary repairs. The regulation governing the sale of tires is contained in RMPR 528.

Special Orders Reviewed by N. J. Assn.

NEWARK, N. J. — A resume of special pricing orders that have been issued since Aug. 31, 1945, was compiled last week by New Jersey Automotive Trade Assn. The following changes are listed.

Effective Aug. 31, 1945, MPR 594 was issued, containing the list prices of all 1942 models, which was the same as the prices in RPS 85. Dealers were permitted to deliver at these prices, if they so desired. It is not permitted however, to deliver at these prices and effect an adjustment with the purchaser after a revised price schedule is issued on a given make car, the association states.

To date, Special Pricing Orders have been issued as follows: MPR 594, Revised Order 3, Jan. 17, Studebaker; MPR 594, Revised Order 4, Jan. 16, Ford; MPR 594, Revised Order 5, Jan. 16, Mercury; MPR 594, Order 6, Jan. 10, Lincoln; MPR 594, Order 7, Jan. 16, Dodge. (Amendment 1 to this order was issued Feb. 5, it adds transportation tax as a permissible charge for transportation; adds some optional equipment to that in the original amendment; some changes made in quantity discount figures.)

MPR 594, Order 8, Jan. 16, De Soto. On page 2, column 1, accessory group No. 1 should be priced $9.48; accessory group No. 2 should be priced $19.68. (Amendment being issued to cover this error.) Amendment 1 to Order 8 was issued Feb. 5, it adds transportation tax as a permissible charge for transportation; adds some optional equipment to that in the original amendment; some changes made in quantity discount figures.

MPR 594, Order 9, including Amendment 1, Jan. 16, Plymouth. MPR 594, Order 10, Jan. 16, Chrysler. (Amendment 1 to this order was issued Feb. 5, it adds transportation tax as a permissible charge for transportation; adds some optional equipment to that in the original amendment; some changes made in quantity discount figures.)

MPR 594, Order 11, Jan. 23, Nash. MPR 594, Order 12, Feb. 4, Hudson.

Sioux City Assn. Elects Robar

SIOUX CITY, Ia.—E. A. Robar, Robar Motor Co., was elected president of the Sioux City Automobile Dealers Assn. last week. D. S. Kidder, Ryal Miller-Kidder Co., is the new vice-president. Robar was also named chairman of the motor trades bureau of the Chamber of Commerce and Don Cunningham was reelected chairman of the chamber's stock yards bureau.

The following dealers are new members of the association Leonard Elkin, O. A. Schwartz and N. K. Dickson.

Indiana Dealers Meet March 22

INDIANAPOLIS. — Automobile Dealers Assn. of Indiana, Inc., will hold its one-day annual meeting at the Claypool hotel here Mar. 22.

Herman Schaefer, executive secretary, stated last week that he will make hotel reservations for those who wish them for the 21st or 22nd, or both.

Rap Ceilings, Registration . . .

Idaho Dealers Score OPA On 2 Counts

BOISE, Id. — Opposition to any OPA control of automotive prices was voiced at the Idaho Automobile Dealer Assn.'s annual convention last Monday here.

Abolition of the OPA regulation requiring registration of transfers on all new and used cars was also demanded. The convention declared that while the registration has been used as a check on prices, it has not been properly enforced.

Gov. Williams delivered the address of welcome. Owing to the fact that the meeting was only one day long, addresses were somewhat limited.

Ed Hammer, Sheridan, Wyo., reported on the activities of NADA, of which he is a director and vice-president.

Norman B. Adkinson, former head of Selective Service in Idaho, now with the training section of the Veteran administration, outlined the agency's process of training apprentice mechanics.

E. R. Elliott, Coeur D'Alene dealer, discussed prices on used cars from the standpoint of the price guide book. R. M. Logsdon, Boise, handled the subject of labor relations, while James McMonigle, Lewiston, spoke on the future of dealer discounts.

Vancouver Assn. Elects Brown

VANCOUVER, B. C.—J. M. Brown was elected president of Vancouver Motor Dealers' Assn. last week. He succeeds Rupert Neil, Empire Motors. A. J. Lawson Oates, Begg Motor Co., Ltd., was elected first vice-president; Dan McLean, Dan McLean Motor Co., Ltd., second vice-president. Edwin Orr was reappointed secretary. Directors are Ross Baker, Lee Dueck and W. J. Ferguson.

Neil stated that all franchised car and truck dealers in Vancouver are now members.

Include Each Repair On Bills, PAA Warns

HARRISBURG, Pa.—The Pennsylvania Automotive Assn. warned its members last week to make sure that service managers include on all bills a designation of every operation performed.

Several New York dealers have been accused by the OPA of overcharging because of failure to write a complete list of repairs, PAA said. In these cases the charges for operations omitted from the bills were higher than the list showed, it was stated.

Ray Currie, Lewiston, was elected president; D. H. Gregoire, Pocatello, vice-president; Earl Cranston, Boise, treasurer, and Leon Weeks, Boise, secretary.

Directors are: O. B. Parker, Sandpoint; Fred Albinola, Kellogg; E. R. Elliott and P. J. Broderick, Coeur D'Alene; Carl Cunningham, Moscow; Ray Currie, and James McMonigle, Lewiston; Frank Gaffney, Orofino; E. F. Cranston, Boise.

M. B. Stockes, Caldwell; J. W. Blair, Emmett, Walter Dufresne, Boise; E. J. Hanszel, Rupert; Chalmer Martin, Shoshone; William J. Spaet, Jerome; W. H. Barnard, Twin Falls; Cecil Hart, Idaho Falls; G. H. Gregoire, Pocatello; D. G. Taylor, Rexburg, and George P. Stock, Montpelier.

New Car Sales Total 1,664 in Detroit Area

DETROIT.—Detroit area sales of new cars in January totaled 1,664 against 92 in the same month a year ago. Used car transfers reached 4,682, compared with 1,980 in January, 1945.

Commercial cars also registered a gain with 484 new models, compared with 144 in the preceding January.

Transfer of used models in this classification jumped from 29 in January, 1945, to 341 this year.

Sales by makes of passenger cars were as follows: Chevrolet, 69; Chrysler, 3; Ford, 1,151; Hudson, 41; Lincoln - Zephyr, 27; Mercury, 217; Nash, 66; Packard, 19; Plymouth, 2; Pontiac, 26; Studebaker, 43.

Twelve Dealers Join Buffalo Auto Assn.

BUFFALO. — Twelve additional dealers have become active members and three firms have been given associate memberships, Buffalo Automotive Trade Assn. announced last week. Membership now totals 119.

The dealerships are Berriman Motor Sales, 77 Olean St., E. Aurora; Glen Campbell Chevrolet, 5686 Main St., Williamsville; Chapman Motors Co., 242 W. Main St., Batavia; Lawrence Motors, 586 Main St., E. Aurora; Millian Buick Co., Inc., 100 Main St., Tonawanda; Muehlbauer Motors, 233 Lake St., Hamburg; Rauch Motor Sales, 535 Main St., E. Aurora; Rooney Motor Corp., 2705 Bailey Ave., Buffalo; West End Motor Sales, 218 Main St., E. Aurora; Young Street Motors, 279 Young St., Tonawanda; Zoladz Auto Service, 1389 Bailey Ave., Buffalo; Solmaine Motor Sales, 3474 Clinton St., Gardenville.

On the House . . .

Indiana dealers association points out that dealers' discount cut is actually much higher than OPA's announced 2½ percent, since dealers are denied the customary 5 percent for handling and the deduction of usual advertising costs; also, insofar as Hoosier dealers are concerned, OPA has ruled against adding an amount equal to the "expense of state" gross income taxes to the list prices. . . . Detroit dealers are setting aside a reasonable number of new cars for returning M.D. veterans. . . . Herm Schaefer, secretary of Indiana dealers group, has been named to the Bus and Truck and the Constitutional Amendment committees of Indiana Highway Users Conference. . . .

Wemhoff

Pennsylvania legislature will call number of auto dealers in March to explain exorbitant finance rates, Claude Klugh reports. . . . Philadelphia association warns of two men, Palmer & Stevens, who represent themselves as repairers of hydraulic jacks. . . . Indiana association declares "two greatest hazards of the future may be found in the inexperience of new retailers venturing into the automobile field, with either old or new lines, and in manufacturers vying with one another for first, second and third position in their price classes." . . .

AT RANDOM: Detroit is talking about an historic pageant (May 30, 31 and June 1) commemorating the 50th anni of the automobile. . . ."Beat Chevrolet" is Jack Davis' sales theme at Ford meetings on West Coast. . . . Clay Doss doesn't play golf anymore; used to do 95 years ago, then took lessons and was never able to break 100 thereafter. . . . Chevrolet has named this mugg to the National Contest Board for the All-American Soap Box Derby.

—PETE WEMHOFF

The Newspaper of the Industry

Automotive News

ENGINEERING MANUFACTURING MERCHANDISING SERVICING

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Managing Editor—Robert M. Finlay
Service and Truck Editor—J. C. Weed
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Business Manager—B. B. Crighton
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AUTOMOTIVE DEALER NEWS MAKER

OUR FIELD DEFINED

AUTOMOTIVE: *Self-propelling, hence, of, pertaining to, or concerned with, vehicles or machines, as automobiles, airplanes, or motorboats, that contain within themselves means of motion, control, & direction, as, automotive engineering.*—Webster's New International Dictionary.

Looking at the Labor Record

NOW that the CIO war on industry appears to be subsiding, let's take a look at some of the issues and results.

The big CIO unions charged that industry planned a postwar drive to wipe out unions. A lot of people believed them, including prominent writers.

What actually happened?

Instead of trying to destroy unions, auto companies tended to strengthen the auto-workers' union by insisting that it recognize its responsibilities with respect to wildcat strikes.

Edwin A. Lahey, a Washington writer, has admitted swallowing the false story of a management drive on unions. Now he says:

"As a matter of fact, the acceptance of unionism implied in the United States Steel settlement completely destroys the argument."

* * *

Then there was the loud union cry that prices, profits and ability to pay must be considered in negotiations. Walter Reuther issued ultimatums and finally lead the GM workers out on strike behind that banner.

Even President Truman and his factfinding panel fell for that one. But in the end it became a dead issue. Ford and Chrysler settled the wage issue without reference to it. GM is doing the same.

In the end, the unions got an increase of about 15 percent — an increase that they could have obtained without the strikes that have crippled production and heightened the danger of inflation.

* * *

Meanwhile, the AFL unions, while no paragons of reasonableness, have generally won increases as high as those of the CIO without halting reconversion, without draining away the savings of their members.

From the record, it would appear that CIO members should take a careful look at their leadership.

Salute to Macauley

ALVAN MACAULEY deserves the thanks of the nation for the job he did as president of the Automobile Manufacturers Assn. for 18 years—and especially as president of the Automotive Council for War Production during the war years.

He served his country well in helping to get under way the mighty flow of weapons from the auto industry that did so much to overwhelm Japan and Germany.

—a word in EDGEWISE

by George M. Slocum

WHERE DO WE GO FROM HERE?

I don't like the look of the stock market during the past 10 days. The financial commentators seem to agree that the slide-off, which has now absorbed nearly a third of the gains since V-J Day, can be laid to the door of profit - taking. They may be right and I hope they are, but over the years I have always marveled at the uncanny way in which Wall Street forecasts the future. So far as I am concerned it is an infallible barometer. When stormy weather ahead is predicted by a sudden drop, you can wager that all is not Jake in Denmark, and you had better get out your galoshes and start carrying your umbrella. Of course, if you are as smart as we should be, you will be buying while the other fellows are selling, but few of us ever learn that lesson.

What we are finding out is that the return from an all-out war economy to a peacetime basis is much the more difficult conversion. It is much easier getting ready for a party than cleaning up after one. When the war is on, we are all pitched to a single objective. We are perfectly willing to be regimented, to let others do the thinking for us and to do their bidding without question, whether we are in or out of uniform. Come to signing of the peace and the average American returns to his normal way of life and regains his God-given individuality and thus his independence. The shock then of having to continue to live under governmental controls has been just a little more than we are psychologically prepared for.

* * *

Take this matter of controlling the retail price of manufactured products. To me it is as unworkable in the United States as was prohibition. I can readily understand why controls must be set over the base prices of raw materials. Let the price of steel, for example, be raised sufficiently to cover the increased labor costs in producing it, let the price of the sheets be the same, no matter from what manufacturer purchased; just as the prices of farm products or building materials, but let price control stop there. Competition among the manufacturers of finished products will take care of prices to the public.

There can be no dodging of the issue. If the prices of motor vehicles, for instance, are to be set at Washington, we might just as well go whole-hog and build only standardized products, all alike, whether produced by one manufacturer or another. That was the Hitler scheme. That is the basic plan of all the socialized forms of government, no matter by what label they are called. No need for dealers; just go to the window in your local postoffice marked "cars and trucks," fill out a couple of dozen blanks for the bespectacled clerk behind the window, lay down the cash and wait in line for your "Volkswagen" at the back door. No need for advertising, because you don't need to advertise postage stamps. No need for new models; everyone drives a car that looks like yours anyway. Think of all the money you save in manufacturing genius, engineering brains and extravagant selling stimulus.

* * *

Well, no one can convince me that fixing prices on completed products does not represent just that identical kind of thinking. Of course, it happens to be a fact that free enterprise and competitive selling gave more Americans more of the better things of life than anywhere else in the world, but that is not to be given credence in the new order of things. I am beginning to wonder if a lot of us are not suffering from shell shock; we seem to take this sort of thinking so casually. The dangers of inflation are being propagandized as an excuse for all sorts of bureaucratic controls, just as the old excuse of winning the war was used when none of us even dared to question the methods used.

Where do we go from here — have you any idea?—G.M.S.

In This Corner

'Salty . . . . . '

The views expressed in this column are those of our readers. Anonymous contributions will not be accepted but confidence will be observed upon request.

Damage?

The following letter was addressed to the Chicago Motor Club:

I am not certain of your interest in the attached clipping, "To Fight Ice Danger," taken from AUTOMOTIVE NEWS.

You may want to try and cool off the sales efforts of the International Salt Co. before they do too much damage.

I am well aware of the value of rock salt for icy concrete. I know of nothing better, but yet will not use it on my driveway, which has quite a pitch and at times needs it very badly.

The simple reason is that it ruins my shoes in no time, not to mention oriental rugs that cannot be replaced every season.

Beyond that, salt kills grass and on a highway, in volume, it would soon have the parkways looking like an Arizona desert.

Has anyone thought of objecting in time to prevent the remedy being worse than the ailment?

I am merely calling your attention to the matter for what it is worth.—U. M. ROBERTS, president, American Paint Co., Chicago.

Reelection?

After reading "Automotive Washington" in your paper, and from my own observations, it seems pretty clear that Truman and his clan are more worried about chances of reelection than they are about doing a decent job while they are still in office.

As far as I'm concerned, that bird Truman couldn't get elected as constable now, after the way he has handled the whole strike situation.

There wouldn't be an auto dealer left in the country, if we ran our businesses the way most government officials do.—HARRY W.

Turning Point?

Now that the steel strike is settled perhaps we have reached the turning point in this strike-mad era. At least it's a good sign, but as usual all we can do is to hope for the best. However, I am not building my hopes up too high toward seeing the auto plants get into volume production.

There's still the matter off getting the "smaller" strikes settled, which unfortunately are just big enough to keep assembly lines down.

But I want you to know that I think AUTOMOTIVE NEWS has done a mighty good job during this period, both in editorials and coverage of the news. It's tough on all of us to have to wait for the strikes to end, and it must be even more annoying to you to have to write about strikes rather than the great accomplishments of the auto industry. Keep up the good work, and I hope you don't break down under the strain.—D.W.J.

Coming Events

MARCH

4—Detroit (Rackham Educational Memorial). SAE German Engineering Evaluation meeting.
18—New Orleans (Hotel Roosevelt). State convention of Louisiana Automobile Dealers Assn.
22—Indianapolis (Claypool Hotel). State convention of Automobile Dealers Assn. of Indiana, Inc.

APRIL

1-3—Chattanooga, Tenn. (Hotel Patten and Reid House). Spring meeting of American Society of Mechanical Engineers.
1-5—New York (Hotel New Yorker). SAE National Aeronautic meeting.
2-5—Atlantic City. (Public Auditorium). Packaging Exposition sponsored by American Management Assn.

a ten-thousandth is routine . . . where JO-BLOCKS control by *millionths!*

Service business isn't always going to be clamoring for attention in every engine-overhaul shop in the land. As things ease up, the more desirable and more profitable work is bound to swing eventually to the shops with the best-trained and *best-equipped* personnel.

A customer's confidence in the advice and the workmanship of his repair man is very much greater when he sees the eyesight-evidence of true precision equipment being used. His "horse-sense" assures him that in a shop equipped to measure by *millionths,* measurement by thousandths or ten-thousandths is mere routine.

Ford Motor Company began the manufacture of Johansson Gage Blocks years ago to assure factory-wide extreme accuracy in the production of precision parts for Ford-built cars and trucks. Because of this extra accuracy, a tremendous amount of costly hand-fitting was avoided. Genuine Ford parts could be counted upon to *fit* "on the button," just as they came from the carton on any dealer's shelf.

This alone, has saved Ford dealers and Ford owners millions of dollars. And in traditional Ford fashion, this far-reaching engineering advancement was made freely available to all other manufacturers.

Today, manufacturers, dealers, service men—anyone, in fact—can buy genuine Ford-made Jo-Blocks in sets or single blocks, at most moderate prices. FORD MOTOR COMPANY, Dearborn, Michigan.

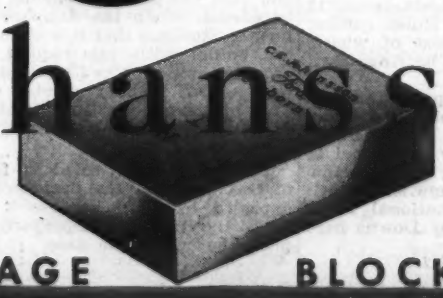
A minimum checking set of Johansson Gage Blocks, in sizes .0625", .125", .250", .500" and 1.000", warranted accurate within .000008", plus or minus, can be had for only a few dollars. Johansson Gage Blocks are also manufactured to warranted accuracy standards of .000004" and .000002" ±.

FREE—NEW CATALOG!

Johansson Gage Block and Accessory Catalog No. 17. Profusely illustrated, with full details, covering selection, application and care of Jo-Blocks and Standard Accessories. Dozens of methods of use are pictured and described. A book that belongs in the work-library of every tool-room head. Write for your copy.

Ford

Johansson



GAGE BLOCKS

Now is the Time

Seattle Dealers Drive Home Importance Of No Delay in Car Repairs

SEATTLE.—Frank L. Hawkins, head of Commercial Automotive Service (De Soto - Plymouth), and president of the Seattle Automobile Dealers Assn., said last week that dealers will place major emphasis during the coming months, until X-Day — the day when the motorist will get delivery on the 1946 car he has ordered — on keeping cars in first class repair and urging care by car owners.

"There must be no letdown on repairs," he said. "Our dealers will be urged to pass on the word to their customers that since the delays in new car production, it is more necessary than ever to maintain and service automobiles. properly.

The dealers have a new duty. Owners must be made to realize that the car situation is more critical than ever, right now.

"Right now is the most favorable time to get parts needed to repair a car, rather than later on, when the big presummer rush starts and car owners want their cars in first class shape," said Hawkins. "The early comers get assured service and later on there may be a jam."

Manpower is greatly improved in the Northwest. Coast cities, like Seattle, Tacoma and Portland, are in especially favored position as so many land there after serving in the armed forces, and locate. This helps the coast shops get needed mechanics.

Speaking of the apprentice program for mechanics, and returning veterans becoming apprentices, he said every opportunity should be given for them to learn the trade.

"Especially is this true as to veterans who are trying to adjust themselves to present-day living," he stated.

A new move, to assure more complete functioning of the association, is the appointment of a number of committees.

They are as follows: Publicity, Dayton T. Davies; membership, Gene Feidler; legislation, S. L. Savidge; finance, Ralph Malone; OPA rules and regulations, Dean Howard; public relations, Lyman Thomas.

In addition to Hawkins, new officers are vice-president, J. A. Blume (University Chevrolet); treasurer, Ralph Malone (Totem Pontiac); secretary, Dayton T. Davies (Davies Chevrolet).

War Plant Use Is Suggested By McIntyre

MONROE, Mich.—Turning white elephant war plants into work horse production centers through a more liberal give and take policy by both government and industry was suggested last week by Brouwer D. McIntyre, president, Monroe Auto Equipment Co., as a fast means of boosting output of much - needed peacetime goods.

B. D. McIntyre

Such a policy, he declared, also would help maintain employment, help reduce government costs and serve to concentrate building activity on homes and apartment buildings instead of new industrial properties.

"Countless plants which were government-financed or government-operated during the war are standing idle today, even while industry is seeking to expand rapidly to meet civilian demands," McIntyre said.

"The placing of such plants in immediate production by private enterprise is being halted—or at least delayed or obstructed—by two factors. First, the government is holding them for sale or lease at appraisal figures which are not based on today's production schemes or values and which offer little incentive compared to the advantages of building a new plant designed to fit specific, individual manufacturing needs. Industry, therefore, is prone to consider government prices too high.

"The second factor is that industry may be too quick in deciding that the now idle war plants are not modern enough from a production standpoint, not profitable enough from an investment standpoint, and not suitable enough from any one of a number of other standpoints, labor supply, transportation facilities or geographical location, for example."

Start Output Of Wheels for Derby Models

AKRON.—Good news for thousands of boys expecting to participate in the 1946 All-American National and International Soap Box Derby is contained in the announcement last week that 6,000 sets of approved disc wheels available for the boy-built Derby racers have already been produced.

Extrusion of rubber for the tires will begin shortly, it was stated, making available a sufficient quantity to permit immediate distribution of a large number of wheel sets throughout the nation.

Official Soap Box Derby rules specify that wheels bearing the official aproval of the All-American Soap Box Derby, Inc., may be purchased, or that wheels may be obtained from coaster wagons, tricycles, baby carriages or other small vehicles in popular use.

In no case may wheels exceed 12 inches in diameter. Rules further stipulate that the cost of wheels with tires, axles, and bearings shall not exceed $6.00.

Sponsored by newspapers and cosponsored by Chevrolet and Chevrolet dealers, the All-American Soap Box Derby, for boys aged 11 to 15 years, is being resumed this year for the first time since 1941. National and International finals will be held at Derby Downs here in August.

Named by K-F, Vet Quits Fight For Ford Firm

BOISE, Id.—A. E. Stockton has surrendered all claims to his former Ford dealership here and has asked the Ninth Circuit Court of Appeals to dismiss his suit that sought reinstatement of the franchise, the Ford company said last week.

Stockton, a World War II veteran, has become a Kaiser-Frazer dealer here since his suit against Ford was filed in November, 1944.

Ford made no payment or other concessions in settlement of the case, company officials said.

Stockton was a co-owner of a partnership called Stockton Motor Sales, which was the only dealer in Emmett, Id.

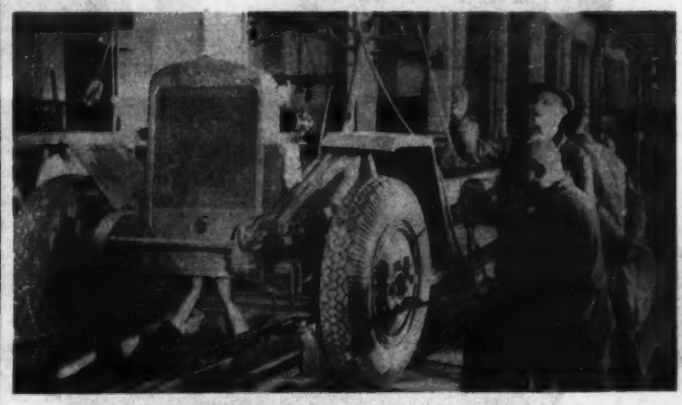
When Stockton went into military service in the fall of 1942, it was understood that his partner would continue the Ford dealership in Emmett. However, the company said the Ford dealership was not continued but was sold and no longer could render the necessary service to the owners of Ford cars and trucks in Emmett. Subsequently, the company found another dealer for the town and entered into a sales agreement with him.

When Stockton was released from the service, according to the company, he demanded that he be given a Ford dealership at Emmett, and that the dealer replacing him be ousted. When the company informed Stockton that it was unable to comply with his request, he brought suit, contending that he was entitled to be reinstated as a Ford dealer under the provisions of the Soldiers and Sailors Relief act of 1940.

The lower court ruled in favor of Stockton, but the decision was appealed by Ford because it believed the court had improperly applied the act to the case.

Building Cars in the Urals . . .

THE STALIN AUTOMOBILE WORKS has been built in a picturesque spot in Southern Urals. Construction started in the grim winter months of 1941, when the Germans pushed on to the vital centers of the Soviet Union. The first automobile rolled off the conveyor of the new plant on July 8, 1944.



THE NEW AUTOMOBILE takes shape rapidly. Production in the new enterprise runs smoothly and efficiently.

ONE AFTER ANOTHER the trucks leave the main conveyor line. This crew of assembly inspectors makes a final checkup before the cars are shipped.

A NEW TRUCK rolls past the gate of the pioneer enterprise of automobile industry in the Urals.

Litchfield Warns U. S. to Retain Synthetic Plants

AKRON. — Strong advocacy of continued government ownership of the nation's GR-S synthetic rubber plants is contained in a monograph issued last week by P. W. Litchfield, chairman of Goodyear Tire & Rubber Co.

Litchfield

Without an adequate supply of rubber, he pointed out, this country could not long defend itself against aggression. The need for synthetic plants is comparable to the need for battleships and coastal fortifications as government responsibilities, Litchfield stated.

The government's investment of taxpayers' money in these producing plants amounts to approximately $700 million, he points out. If their availability and output serve to hold the price of imported natural rubber to reasonable levels, the resultant saving to American tire purchasers can soon equal the total of this investment, it was added.

Regardless of how the question of private or government ownership may be decided, Litchfield asserted that synthetic producing plants must be kept in substantial operation throughout 1946 if tire manufacturing plants are to have sufficient raw materials for capacity production.

Capacity of the tire manufacturing plants he estimates at 900,000 tons per year, with only 250,000 tons of natural rubber expected to reach America during 1946.

4 Zone Heads Are Selected By Packard

DETROIT.—Appointment of four new Packard zone managers was announced last week by General Sales Manager L. W. Slack.

They are C. F. Hoffman, New York; S. D. Braden, Washington;

C. F. Hoffman

S. D. Braden

W. J. Collier, Cincinnati, and Hugh Prater, Atlanta.

Hoffman, except for Army service in 1918-19, has been affiliated with Packard Motor Car Co. of New York since 1916. He became auditor in 1923 and later comptroller, the position he held prior to his new appointment.

Associated with the automotive industry since 1921, Braden joined Packard as a regional manager in Detroit in 1937. He became a wholesale manager in 1938, and prior to his new position was a special sales representative with headquarters in Oklahoma City.

Collier was named national used car manager in 1936. A veteran of World War I, he again entered Army service in 1942, and advanced to the rank of lieutenant colonel.

W. J. Collier

Hugh Prater

He took his new post following his recent discharge.

Prater entered the automotive field with Willys-Overland in 1922. When he left the corporation in 1933, he was wholesale manager of the Philadelphia branch. From 1933 until he joined Packard in 1945, he served with two other automotive companies in executive field sales capacities.

Appointment of Stanley W. Wasil as assistant manager of the sales division's business management department was also announced.

S. W. Wasil

During his two years' service, he was chief auditor of McGuire General Hospital in Richmond, Va.

He will assist J. W. Raisbeck, department manager. Following his graduation from New York University, Wasil spent six years with public accounting firms. Prior to his Army service, he was internal auditor for American Locomotive Co.

Two other recently appointed members of the Packard business management department are A. B. Grassel, special assistant, and E. R. Hale, field representative.

Ind. Assn. Fights Pay Tax Denial

INDIANAPOLIS.—The Automobile Dealers Assn. of Indiana stepped up its battle last week against OPA refusal to let dealers add the state's 3 percent gross income tax when computing ceiling prices on new or used cars.

The national OPA office has concurred in the regional opinion of denial, the association reported. Dealers were urged to write their congressmen in protest against the alleged discrimination.

This month...

STUDEBAKER'S 94TH ANNIVERSARY

1852-1946

And this month Studebaker takes another long stride forward

STUDEBAKER enters upon its 95th consecutive year of service in the field of transportation this month with new pride and purpose.

A multi-million-dollar program of enlarged production is under way—and the most significant period of expansion in Studebaker's long and colorful history has started.

With new buildings, new factory equipment and machines, extensive rearranging and modernization of existing plants, Studebaker has resumed the manufacture of cars and trucks fully prepared to surpass all its former production peaks.

You don't have to look twice to know that Studebaker's greatest days of achievement have begun. From production lines to dealers' showrooms, it's obvious that Studebaker is on the march everywhere.

STUDEBAKER

South Bend 27, Indiana, U. S. A.

Now—more than ever—America's friendliest factory

Ky. Governor Signs Bill to Up Truck Limits

LOUISVILLE. — Gov. Simeon Willis of Kentucky last week signed the new state truck law, permitting trucks of gross tonnage up to 42,000 pounds operating over its Grade A roads.

Approximately 25 persons were in the governor's office, including state officials, some members of the general assembly and members of Kentucky Motor Transport Assn., when the bill was signed.

For many years Kentucky was handicapped with a gross tonnage law of 18,000 pounds, which prohibited trucks from carrying anything resembling a pay load.

The bill authorizes the operation of trucks and truck semi-trailers up to the following sizes and weights on designated state and federal highways: Height, 12½ feet; length, single unit, 35 feet; length, tractor semi-trailer, 45 feet; gross weight per axle, 18,000 pounds; maximum gross, 42,000 pounds.

AN Want Ads cost little—get results—why not use 'em? See inside backcover.

NEW NASH SHOWROOM. More than 5,000 persons saw the 1946 Nash cars at the new showroom of Bledsoe Nash Motor Co., Shreveport, La.

Plane Wheel-Brake Unit Purchased by Goodrich

AKRON.—B. F. Goodrich Co. has announced the purchase of the Airplane Wheel and Brake division of Hayes Industries at Jackson, Mich.

Purchase of the Michigan company, which has been building a new-type airplane brake under license from Goodrich since 1937, was announced by John L. Collyer, president of the Akron concern.

Paul Prince, of Paul Prince Motor Co., Alice, Tex., has been elected vice-president of the Alice Chamber of Commerce.

FOB FACTORY

How Will Steel Boost Affect Car Prices?

By A. H. Allen

ONE OF the first questions to pop up in the wake of settlement of the steel strike and the concurrent announcement of a new "wage-price formula" is: What will be the effect on costs and prices of automobiles?

Probably the easiest way to determine this is to take the figures disclosed recently by Henry Ford II on manufacturing costs. On a 1946 model two-door sedan he gives direct labor costs as $152, to which must be added the 18 cents an hour raise recently awarded all Ford labor. The raise averages to something like 15 percent, so direct labor costs will mount to $175.

Material costs figure to $456, and to this must be added higher prices which all materials suppliers will be forced to ask as a result of their own wage increases. Taking the figure on steel, of $5 per ton which is an average increase and not to be applied to all types of steel, the boost looks to be something like 10 percent. If steel moves up by this amount, it is a dead certainty other materials will be lifted accordingly, so the materials cost figure on a Ford can be hiked to $502.

Allen

Overhead on initial production of 1946 models is given as $354 per car, admittedly somewhat high because of low production, excessive maintenance costs involved in work stoppages, wildcat strikes and the like. Assume, therefore, a figure of $300 as a reasonable overhead, to which must be added 15 percent or $45, because all salaried personnel have been given a 15 percent raise, and this is a principal item in overhead.

On top of these items must be figured costs of sales and distribution, which Ford gave as $79 per car. Any general lifting of the wage level of the country, such as is now being engineered, is bound to be reflected to a degree in distribution costs. So assume a 5 percent boost in this figure which brings it to $83.

* * *

What Is Answer?

ADD UP these cost items and you have a manufacturing cost of $1,105, against $1,041 on initial production of 1946 models, $770 on 1942 models and $600 on 1941 models. Present OPA price ceiling on this model is $728, at which Ford would have an indicated net loss per car of $377, compared with net loss late last year of $313. This amounts to 34 percent, and it is inconceivable that production at any high level could erase such a loss. Furthermore, it should be realized these cost figures do not allow one red cent for profit or reinvestment in the business.

With Ford up against a situation like that, is it any wonder scores of smaller manufacturers are, shall we say, "disturbed"?

The answer? The only possible solution is to abandon governmental efforts to regulate wages and prices; to find some way to boost appreciably each individual workman's output per hour; to discover further production economies by more efficient use of materials and more mechanization of operations; and to end at once all government deficit spending and subsidies which are at the root of today's inflationary problems.

* * *

Curt, Concise

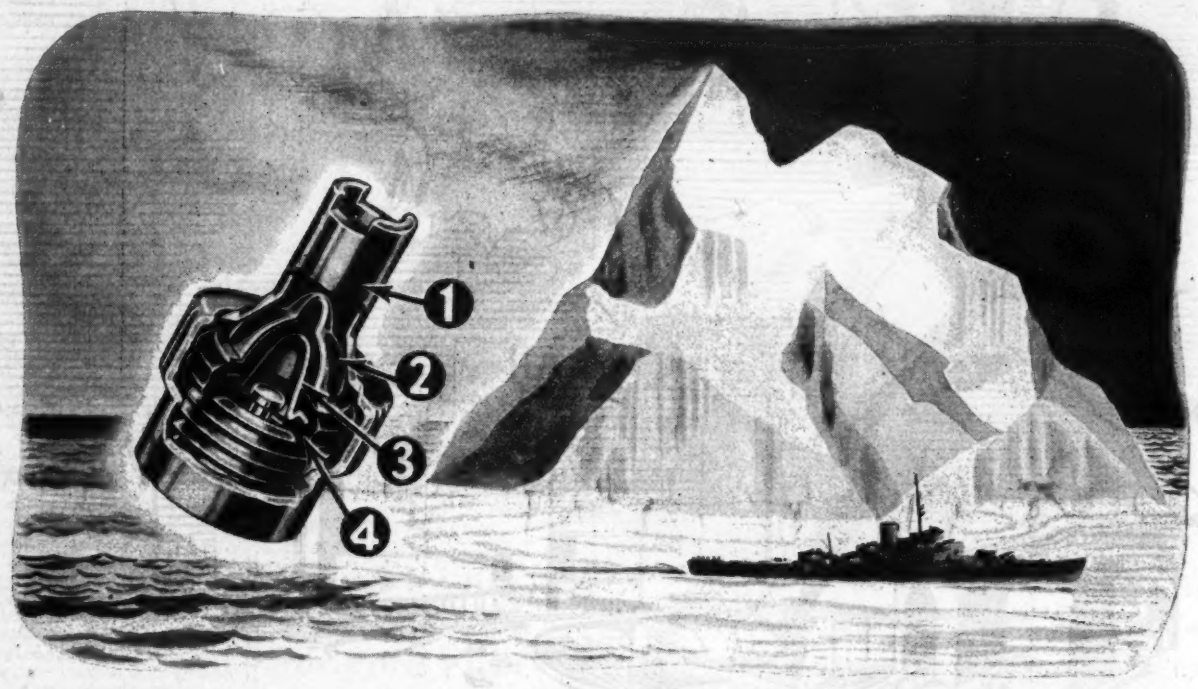
Inquiry addressed to Beech Aircraft Corp. requesting further details on a new gas-electric automobile design, which an aviation trade paper reported as in the engineering stage there, has drawn this reply from the vice-president and general manager:

"We wish to advise that the published story was entirely unauthorized. We do not approve the story as being factual, and wish to make no further comment at this time."

Curt, clear, concise!

Trulson Expands

A contract has been let for a $45,000 addition to Trulson Motor Co. (Ford), Richmond, Calif. The addition will provide 7,000 more square feet of space and will be used for a sales and showroom.



SEAL WINTER OUT

WINTER is tough on tires and unprotected valves. Schrader Caps help protect them by keeping slush, water and snow from entering the valve and freezing inside. They make a positive seal that *keeps air in—dirt and water out.*

Standard Schrader Caps with their 1-2-3-4 piece construction are rugged. They *seal winter out* and help prevent underinflation which breaks down sidewalls and ruins tires.

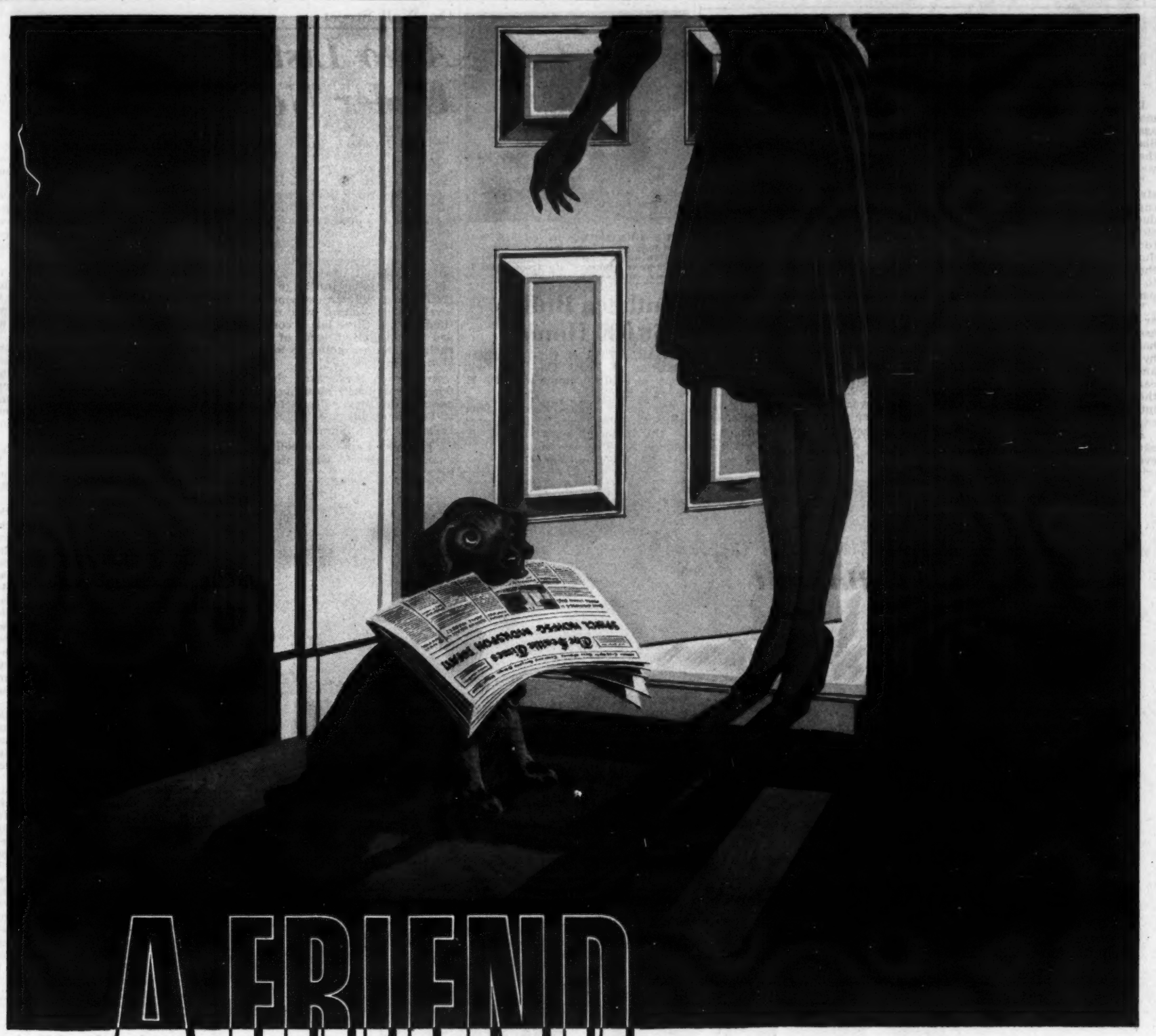
MAKE YOUR TIRES LAST LONGER

Check your air pressure daily with an accurate Schrader gauge. Inflate to proper pressure and *seal* the air in at the valve mouth with a Schrader air-tight Cap. It's not how much air you put in a tire, it's what stays in that counts!

Check your stock of Schrader Products and order your needs now.

AIR-TIGHT CAPS are vital for TIRE CONSERVATION

A. SCHRADER'S SON, *Division of Scovill Manufacturing Company, Incorporated,* BROOKLYN 17, NEW YORK



A FRIEND

...in 8 out of 10 Seattle Homes

Friendship is founded upon confidence. When a friend tells you something, you believe it—if for no other reason than because he is your friend and you have faith in him. That's the way it is with THE SEATTLE TIMES. Seattle has expressed its confidence and friendship...because THE SEATTLE TIMES is the preferred newspaper in 8 out of 10 Seattle homes. People hereabouts *believe* what they read in THE TIMES. Isn't it reasonable, then, to say "You must tell your advertising story in THE TIMES if you want intensive coverage of the prosperous, progressive Seattle market."

The SEATTLE TIMES
Seattle 11, Washington

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Steel Still Stalls

Car Output Will Be Delayed for Some Time By Worn Machines, Slack Says

LOS ANGELES.—It may take a month to get new cars rolling off assembly lines again, Lyman W. Slack, Packard vice-president, told the Advertising Club here last week.

"With the settlement of the steel strike," Slack said, "the limited capacity of mills will greatly reduce production. Equipment to roll steel has been pretty well shot due to the heavy duty placed upon it during the war years. About all that can be expected for some time to come is a return to around 70 percent of normal output.

"This means it may take a month or more to get new cars rolling off assembly lines again. With the heavy cut in car production caused by strikes and the scarcity of parts and materials, the cost of building cars has doubled that of 1941. Until the motor car industry gets back into volume production we cannot expect to make profits."

He warned that "labor and management must get together and put every effort behind all-out production if we expect to put America back on wheels again. This means that we must all go to work."

He also advocated the employment of veterans. "Industry needs these returning servicemen," he said, "because they have been disciplined to carry out orders, trained to take the initiative, and are healthy and rugged. Trained in the automobile or any other business, they will make capable workers. Business and industry needs new young blood, let's give these veterans what they so justly deserve, a place in American business. They should not have to come to us for jobs — we should go to them."

Slack added that in 1947 new car production should be 20 to 50 percent higher than in any previous peacetime year. G. Verne Orr, vice-president, Chrysler Motors of California, was chairman. Slack attended the meeting as guest of Leroy Spencer, resident manager of Earle C. Anthony, Inc., California Packard distributor.

GUY GUNDAKER jr. (right), field sales manager of the Replacement Tire division of B. F. Goodrich Co., receives his 20-year company pin from John L. Collyer, company president.

Southern Builds $150,000 Home

CHARLOTTE, N. C. — Southern Bearings & Parts Co., Inc., will erect a $150,000 home at 300 E. Seventh St..

The 50,000 square feet of floor space provides twice as much area as the present location, 315 N. College St. The new home will be of brick, steel and concrete.

On Wall Street . . .

Auto List Rated High Under New Price Plan

By Dana Stuart
Staff Correspondent

NEW YORK — The response of Wall Street to the administration's latest wage-price policy was mixed last week. This is natural in a managed economy such as is being attempted by the revised version of the New Deal.

Some industries and some companies came off all right, others are caught in a price and wage squeeze from which only an extremely high level of production will extricate them. While these latter companies are reaching that level of output, their profits are going to be pretty slim, if any.

And when they reach the point where their profit margins may be called fair, they will be fortunate if new demands are not made on them for wage increases.

The new wage-price policy was not 24 hours old when the farm bloc in Congress served notice that the farmer wanted higher prices to match the increases on goods he must buy. If the farmer is successful in getting higher prices, and the farm bloc in Congress usually gets what it goes after, new wage demands are bound to follow the rise in the cost of living.

The only way to control prices, in view of financial circles, is to control them. And control of wages is an absolute necessity in the control of prices. There has as yet been no real control of prices or wages.

The country needs new automobiles, but can it hope to get them quickly if the cost of everything going into a car is allowed to go up, particularly labor, and selling prices are kept under an almost rigid ceiling? That is a question bothering investors in securities.

The automotive industry was glad to see an end to the steel strike. It meant it could obtain steel to put into new cars as its own labor difficulties disappeared.

But it also meant a boost in the price of steel, and on top of the automotive industry's wage increases. It is getting to the point with manufacturers where the more they make the more they lose.

The announcement of the administration's new wage - price policy sent Wall Street statisticians to their slide rules. A new set of factors entered into price appraisals of securities. The industries and companies coming out best were those which can produce the most goods with the least labor.

For the long run, however, the automotive industry has come off with a high rating from financial analysts. The reason for this is the industry's reputation for having excellent management.

Although motor car manufacturers have paid constantly increasing wages over the years, they have constantly enlarged their market either by reducing prices on their cars or giving constantly increasing value for the dollar.

Regarding automotive parts companies, one Wall Street commentator pointed out that many of these firms are protected against loss from increases in the cost of steel in their contracts with motor car makers. The same condition prevailed, he said, with respect to wage increases.

Snag on Output Denied in OPA Retort to Ford

WASHINGTON. — OPA issued a counter-blast last week to the charges hurled at the agency by Henry Ford II, president of the Ford Motor Car Co.

Denying that price ceilings were responsible for the shortage of auto parts, OPA said that most original equipment parts were freed of pricing curbs last August.

"OPA took this action in accordance with the almost unanimous recommendation of automobile producers and the unanimous recommendation of parts manufacturers," the agency's statement declared.

Ford had contended that the present price restraints were holding up auto production and having a serious effect on parts suppliers.

The statement termed Ford a participant in "the fourth annual attack on price control."

Such an attack is launched about this time every year, the agency said, "by the few selfish groups which have worked continuously to undermine the American people's bulwark against economic disaster."

Hallam Heads C of C

Mel T. Hallam, operator of Scott Chevrolet Co., was recently chosen president of the Lander, Wyo., Chamber of Commerce. He is also a member of the town council and of the board of trustees of school district No. 1.

Here's a case where "running light" means money in the operator's pocket — reduction of unsprung weight by employing lightweight aluminum wheels. There's less wear and tear on tires, engine, and many chassis parts. Maintenance costs are consequently lower.

Wheels made of Alcoa Aluminum have been seeing service on trucks and buses since before the war. And they're still rolling merrily along, saving money for those operators day after day. You'll be seeing more of them, because a number of manufacturers are considering new types of aluminum wheels—all with the same advantage, lighter weight.

Think of Alcoa Aluminum as a safe, efficient way of reducing the weight of unsprung parts, chassis, engines and bodies.

ALUMINUM COMPANY OF AMERICA, 1926 Gulf Building, Pittsburgh 19, Penna.

ALCOA ALUMINUM

The Sign of the Whale...

distinguished the shop of one Samuel Scotten, whalebone cutter, at No. 383 Chestnut Street, in Philadelphia. Here he took the "raw Baleen, snipt off the Hair or Fringe with a pair of Shears, soak'd the Slabs in tepid water, steam'd in the Steam-box, scrap'd with a sharp Knife, cut by hand Labour in the English manner"... prepared "dress'd bone equal to the best British for Bonnet, Stay, Umbrella, and Whip-Makers"... and showed also a good assortment of brushes, shaving boxes, blackball, ivory and horn combs, at reasonable terms.

CURIOUSLY analogous, in diverse ways, is the art of the editor. He searches afar for the fat story, which is apprehended often with great difficulty. He probes and shears away the blubber of conjecture and rumor to expose a framework of fact. Truth, too, like the whalebone, adds character to the reader's bonnet, supplies moral stays, maintains an umbrella of understanding... and serves, as well, as a scourge against enemies of the public weal.

IN PHILADELPHIA, The Inquirer affords daily awareness and assurance to some 575,000 families... and supplies the best kind of support to the advertiser, both retail and national because it commands the most and the best of this major market... Local patronage and Media Records both indicate what a whale of a job The Inquirer does!... Ask to see the evidence...

From the Pennsylvania Gazette March 28, 1787.

The Philadelphia Inquirer

Perspective of Request . . .

Ford Blasts Bowles For Half-Told Tale

(Continued from Page 1)

extension of OPA's life, declared that Ford had requested an "outrageous" 55 percent boost in new car prices last summer. Replying from Los Angeles, Ford pointed out that his company had estimated—in July, 1945, two months before OPA set up its pricing formula and at a time when the company had been given a production quota of only 39,910 for six months—that production costs would increase 55 percent and since have "turned out to be pretty accurate."

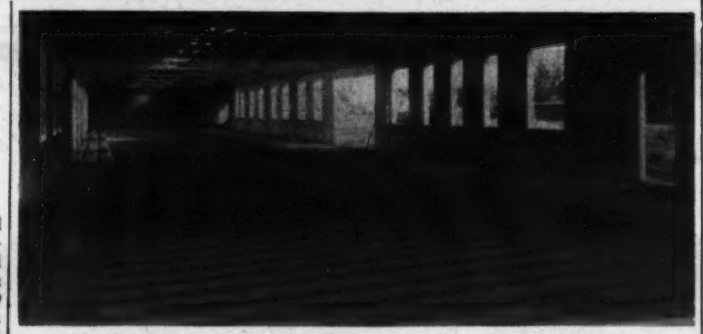
He then countered Bowles' statement on the summer estimate by asserting:

"Your public statement of Thursday leaves me no other course but to make public certain facts which you either do not know or refuse to reveal.

"Our application to OPA last July 20 was made while we were still at war with Japan. Since fighting had stopped in Europe, the War Production Board decided that limited production of automobiles was in the public interest. A total of 39,910 was fixed by WPB as the maximum number of passenger cars the Ford Motor Co. could produce during the last six months of 1945.

"Obviously you cannot make 39,910 cars in six months in a plant designed to produce more than 100,000 every month without greatly increasing production cost per unit. Low cost depends on volume production, as everyone knows. So when the government—not the Ford Motor Co.—fixed production volume it thus determined cost and selling price.

Let me give a specific example. We decided that 32,750 of the 39,910 automobiles permitted should be Fords. The rest were to be Mercurys and Lincolns. The limitation on quantity fixed our estimated cost on the most popular Ford model at $991.57. The F.O.B. sales price, which included a 5 percent profit and the usual dealer commission, thus became $1,388.20. This turned out to be 55 percent more than our last peacetime selling price of $895.



WITH COLD FEET one of the mechanics' biggest gripes, Murray Buick Sales in Salt Lake City prepares an answer with radiant heat that comes up through the cement floor. This picture shows wrought iron heating grids positioned just before the concrete floor was poured.

Apart from Ceilings

"We immediately filed application on prices for these low-volume, high-cost, wartime cars under OPA's wartime general maximum price regulation. This action had nothing whatever to do with peacetime price ceilings.

"It was not until early in September, after the end of the Japanese war, that OPA first issued any regulations having to do with peacetime price ceilings on automobiles.

"These facts illustrate the point I have been trying to make in my public statements—that high costs and high prices of automobiles are caused by low volume production. Our one aim since V-J Day has been to get into maximum production as quickly as possible. We have spared no costs. We have paid higher prices for materials, we have used propane gas when we could not get coal, and we agreed to add $41,000,000 to our annual bill for labor.

"But our assembly lines have run by fits and starts because we could not get parts and materials. Actually, we were able during 1945 to produce 34,439 Ford cars. Our costs per unit on this production have been almost exactly what we estimated for that small volume.

Truck Prices Off $100

"Have no fear that the Ford Motor Co. will charge the American people one penny more than it has to for cars. If we did, competition would take care of such a situation very quickly.

"For your information, Mr. Bowles, to meet competition we now are selling one of our truck models at $100 below OPA ceilings.

"We would like to sell all Ford cars below OPA price ceilings, not above. But low costs and low prices depend on large-scale production. That, in turn, depends upon an uninterrupted flow of parts and materials to our assembly lines. When you say that only from 10 to 25 percent of our parts are under OPA price control, you miss the point. Shortage on only a few parts can stop the whole assembly line. This, in fact, is what has happened time and again since V-J Day.

"May I add that I question the propriety of a government official's calling 'outrageous' actions taken in strict accordance with wartime government regulations?"

At midweek, the Ford - Bowles exchange had overshadowed other important developments in the inflation fight. It was set off by the new price stabilizer's statement that Ford made an "outrageous" request for a price increase of 55 percent over prewar levels and accused OPA of holding up automobile production.

"I have no idea what price he would ask if there was no price control," Bowles added.

The invitation to Ford for appearance before the committee was approved after Rep. Buffet, Nebraska, charged OPA with attempting to "browbeat Ford" in public statements and challenged its authority to do so. A similar note was struck by Rep. Crawford, Michigan, who assailed Bowles and the OPA for an "unwarranted" attack on Ford.

In a radio address Bowles accused NAM of a "brazen" publicity campaign calling for elimination of all control over prices.

Ford's analysis of the efficacy of the removal of the ceiling on parts for new passenger cars last August and his repudiation of other statements by Bowles at the Congressional hearing are presented in the following telegram sent by him earlier in the week to Chairman Spence:

"I have been informed that your committee is prepared to invite me to appear before you to comment on price controls as they affect Ford Motor Co. I shall, of course, be happy to appear before the committee if there is really any public interest to be served.

"However, my opinions on this subject already have been expressed publicly in a telegram to the Director of War Mobilization and Reconversion on Jan. 29 and again in an address in San Francisco on Feb. 8. Copies of both of these are being mailed to you.

Fighting Inflation

"I am sure that everyone that has the best interests of the nation at heart is doing what we are doing — everything we can to stop the present trend toward inflation. There are differences in opinion on how this can best be done.

"Our part, as we see it, is to produce motor cars and trucks — as many as we can, as fast as we can. That has been our purpose since V-J Day. Our employes have cooperated. There have been no strikes at the Ford Motor. We have been forced to curtail production time and again because of strikes and shutdowns in the plants of our suppliers. Shortages of steel, caused by a dispute over both wages and prices, finally forced us to stop assembly lines completely.

"Of course we know that price ceilings on most finished parts for new automobiles were removed last

(See FORD, Page 39, Col. 1)

"I still say the big thing is that SOLID CINCINNATI reads The Cincinnati Enquirer"

Quite right. The important thing to remember when you're making up a schedule is that The Cincinnati Enquirer reaches SOLID Cincinnati. That The Enquirer appeals to and influences the solid, substantial, thinking citizens of this great trading area of 1,155,703. If that sounds like a build-up for a greater milline rate—listen. The Daily Enquirer's milline rate is $1.652* . . . The Sunday Enquirer's is $1.884.* The other two newspapers? $1.911 and $1.951. Might keep that in mind, too. Represented by Paul Block and Associates.

(*based on 800 lines—13 times)

Use The Cincinnati Enquirer to get in solid with Solid Cincinnati

Amputee Aids Nearer

Progress Toward Volume Output Reported On Equipment for Drivers

DETROIT. — Progress in getting car driving aids for disabled war veterans into volume production has been consistently good since the devices left the research stage, according to a survey completed last week by Automobile Mfrs. Assn. at the request of the American Assn. of Motor Vehicle Administrators.

The special equipment is intended to compensate for every known combination of limb amputations suffered by veterans as the result of combat or other injuries.

Hand controls include throttle, brake and gearshift levers for left and right hand operations, a special knob for steering, and electric signaling lever, buttons for control of lights, starter lever, and a flip switch to throw the clutch to manual or automatic control.

Also provided is a hill holder unit whereby a handicapped driver is able to hold a car from rolling backward on an upgrade when temporarily stopped in traffic.

While the devices are not yet available, indications are they soon will be, as the following signs suggest.

Automotive parts suppliers appear to have done a more rapid job on readying facilities for making driving aids than they have on their regular commercial output. In some cases as much as six months have been cut from schedules in order to get some of the assemblies to passenger car firms at the earliest possible date.

Nearly every supplier reports that final production designs are completed. One manufacturer anticipates the output of 1,500 kits by the end of this month. AMA cautions, however, the predications at this time regarding the date when equipment will be generally available for all makes of cars would be misleading.

Most manufacturers are currently making final checks on the safety, interchangeability and fit of the approved designs, the survey discloses. Engineers of one passenger car company, for example, are checking to insure that a single standard driving aids' kit will be usable on all makes of cars produced by the organization. Studies are also being made of the applicability of the designs to older model cars.

Free exchange of manufacturing facilities between producers of the kits is expected to speed up distribution of the devices, the AMA reports.

Arrangements have been completed whereby suppliers will be able to take advantage of tooling and other preparations already made in behalf of one vehicle company in order to supply parts to other companies.

Because of numerous unforeseen delays no passenger car company has as yet been able to establish a specific date on which the special driving aids equipment will be generally available, it is said.

LEFT TO RIGHT are Arthur S. Hatch, Western regional manager for Ford; Jack R. Davis, vice-president in charge of sales and advertising; Henry Ford II, president of Ford, and Nelson Bowe, Los Angeles branch manager for Ford. Davis and Ford are going over plans of new Lincoln-Mercury Los Angeles assembly plant now under construction, at a meeting in Los Angeles last week.

N. J. Resumes Semi-Annual Car Tests

TRENTON, N. J. — Paving the way for a possible five new inspection stations, night inspection hours, and resumption of semi-annual compulsory motor vehicle inspections, New Jersey's joint legislative appropriations committee last week approved an item of $115,200 for motor vehicle inspection.

State Motor Vehicle Commissioner Arthur W. Magee told the committee he had planned to set up nine new inspection stations in addition to the 28 now in operation, but added that only five at the most could be established in the next year. He called an item of $43,200 recommended by Gov. Edge "entirely inadequate."

The higher appropriation was favored by the committee after spokesmen for the State Motor Vehicle department explained that inspection stations have always returned a profit to the state.

Sixteen Makes Use Monroe Products

MONROE, Mich. — With nearly all makes of new passenger cars using one or more of its products as standard equipment and with sales rapidly expanding in many other directions, Monroe Auto Equipment Co. is rushing to completion its $1,500,000 factory expansion program, William D. McIntyre, vice-president and treasurer, said last week.

McIntyre

Sixteen different makes of passenger cars already have adopted the company's products as standard equipment.

Other automotive manufacturers now using Monroe products as standard equipment are truck and bus companies and motorcycle producers. The last named use the newly developed hydraulic shock absorbers for the first time in history, it is said.

The company's expansion program, announced shortly after the end of the war, includes extensive additions to the main plant and one other plant in Monroe, and the complete equipping of a new plant in Hillsdale, Mich.

All of the construction work has been completed, new machinery is being installed and plants are being rearranged to meet production schedules which, at the maximum, will be more than 700 percent greater than the largest output before the war, the company states. The various plants will provide 454,000 square feet of floor space.

Victor Leases Chicago Plant

CHICAGO.—RCA Victor division, Radio Corp. of America, has leased a plant in the southwest section here which will be devoted solely to fabrication and assembly of auto radios, Joseph B. Elliott, vice-president in charge of home instrument department, announced last week.

The building, previously occupied by Diamond Truck at Fifty-first and Menard street, will provide approximately 160,000 square feet of manufacturing space. Full operation is expected about June 1.

DON'T GET CAUGHT *asleep in the deep*

Leaders of America's sales forces know there's only one way to maintain high national income and provide millions of new jobs.

Every industry and every company must dig deeper for sales than ever before in history.

Whether or not an advertiser buys national coverage is beside the point. The vital requirement is intensive development of whatever markets are covered. Knowing that median family income doubled from 1940 to 1944, who can afford to concentrate on the upper half? Media must penetrate the lowest level at which profitable sales can be made. And that means way down deep . . . market by market. There's no other way to produce maximum over-all results.

parade fits into this picture perfectly. Blanketing every buying level in 16 key markets, **parade** exerts maximum impact on over 2,250,000 families. Edited like a motion picture in print, **parade** achieves *leadership in readership* at lowest effective cost. Advertising thrives on this interest . . . gets a flying start to plus volume. **parade** *belongs* in your plans for intensive postwar sales.

Write **parade**, *405 Lexington Avenue, New York 17, N. Y.; 135 South La Salle St., Chicago 3; 3975 Penobscot Building, Detroit 26; West Coast Representatives: Keenan & Eickelberg, 235 Montgomery Street, San Francisco 4; 411 West 5th Street, Los Angeles 13.*

THIS IS A VIEW of the Harold Prehn, Inc. (Dodge-Plymouth) dealership in Springfield, Ill., as it will appear at the completion of the more than $100,000 new construction program. Of the 57,000 square feet, an area of 36,000 square feet has been acquired within the last six months to take care of postwar business. The above location is one of the choicest corners on automobile row in downtown Springfield. An additional location, newly acquired, covers 25,000 square feet on South Fifth street. It will serve as a used car lot, when needed. New car display, parts and passenger car service departments occupy 15,700 square feet; 6,300 square feet is for new truck display and service; the paint and body shop covers 3,570 square feet, and a lot for parking customers' cars and trucks occupies 5,530 square feet.

Battery Dope Criticized In FTC Complaint

WASHINGTON. — A complaint alleging misrepresentation of the effectiveness of a powdered preparation designated "Ever-Charge," for use in storage batteries, was issued last week by the Federal Trade commission against Irving A. Grubman, trading as Ever-Charge Products, Los Angeles, the FTC announced last week.

The complaint charges that the respondent through use of the word "Ever - Charge" and by means of statements in advertising represents falsely, among other things, that the preparation charges batteries; that it ends battery troubles and upkeep expense and does away with the necessity of recharging storage batteries; that it makes batteries continue to operate years longer than those not treated with the product; that it prevents corrosion, sulphation and deterioration of the batteries and connections and cables.

You get the best results in our Classified Section, inside back cover.

Wherry Flays OPA

Rescind Rules Which Reduce Trade Discounts, Nebraska Senator Demands

WASHINGTON. — Unrealistic OPA price policies and almost utter contempt for Congressional mandates have bogged production to the extent that our whole economy will be wrecked on the sands of political expediency unless corrective action is immediate, Sen. Kenneth S. Wherry, Republican, Nebraska, said last week.

Sen. Wherry's statement followed a special report signed by five members of the Senate Committee to Study the Problems of Small Business, which embodied recommendations designed to speed reconversion and stimulate production.

Citing hearings before Senate and House committees, Sen. Wherry said that the "confusion of unsound regulations and inability of industry to chart a production course is doing more damage to our national economy than the current wave of strikes. The latter could be quickly settled if it is realized that 'hold the line' involves teamwork."

Charging that Price Administrator Bowles is attempting to usurp the tax functions of Congress by putting profit control ahead of his legitimate functions of price control, the Nebraska Senator declared that present OPA practices are the greatest single bar to postwar recovery.

"Unless we can obtain suitable price controls, controls which are sufficiently flexible to assure production by establishing a maximum ceiling price and equitable control of all factors involved in prices," said the Senator, "we can get along better without price stabilization."

He cited the recommendations in the special report signed by Senators Capper, Wilson, Buck, Capehart and himself as a challenge to whether price controls will be lifted above political expediency and our economy permitted to resume something approaching its normal functions. "We have had enough of bureau efforts to eliminate the law of supply and demand," he added. The recommendations are:

"1. That the maximum average price regulation and all regulations issued in whole or in part in pursuance of the cost absorption policy presently being administered to be withdrawn and rescinded.

"2. That no maximum price shall be established or maintained for any commodity under authority of the Emergency Price Control or Stabilization acts of 1942, as amended, or otherwise, below a price which will reflect to producers, manufacturers, wholesalers, distributors, jobbers and retailers dealing in such commodity a percentage profit per unit, based on current costs, equal to the average percentage profit per unit earned during the calendar years 1937 to 1941, inclusive.

"Or one which will reduce or result in the reduction of trade discounts or percentage mark-ups, with respect to such commodity, below the average established trade discounts or percentage mark-ups applicable with respect to such commodity during such calendar years.

"3. That Congress declare the obtaining of production paramount to the maintenance of existing price levels and prescribe legislative standards to assure that price controls be exercised in a manner calculated to secure maximum production.

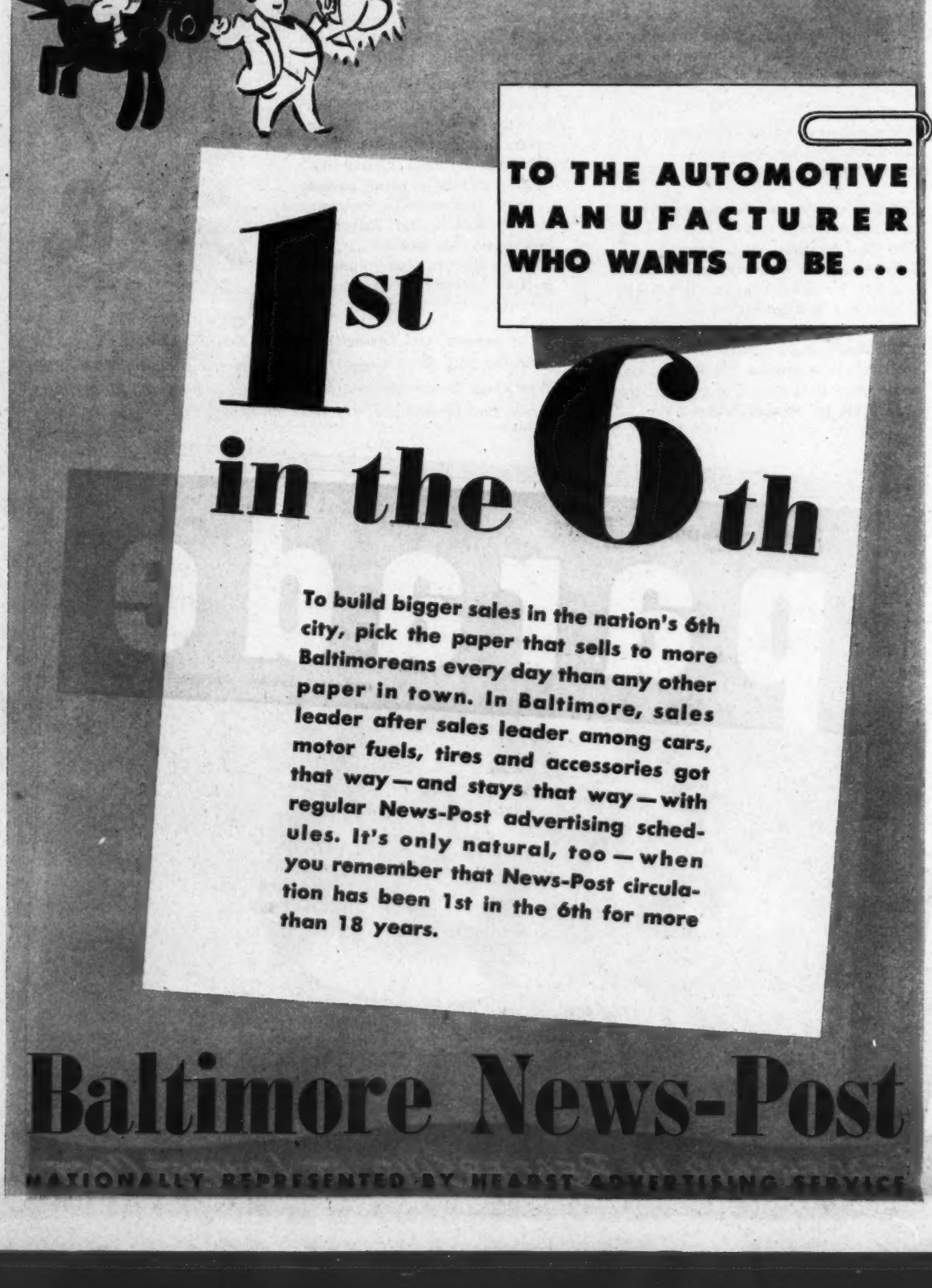
"4. That the appropriate committees of Congress give immediate consideration to legislation restoring jurisdiction to the District Courts of the United States to hear and determine any and all questions which may be raised by persons affected by any regulation promulgated under the authority of the Emergency Price Control act and under the authority of any legislation which may be enacted in lieu thereof."

Attacking OPA's maximum average price regulation, Wherry pointed to the fact that "—it had been promulgated over the unanimous protest of the only persons in OPA competent to evaluate its worth and effect. The judgment of the agency's own experts was overridden by others in OPA admittedly lacking in experience and wholly unqualified to overrule the opinions voiced in opposition to the promulgation of 'Map.'"

He continued: "Widespread substitution of inferior commodities for the high-quality lines which were standard and predominated in the prewar period, general deterioration of the quality of commodities and consumer goods of all kinds and the disappearance of low-cost commodities from the market are directly attributable to the unrealistic price policies of OPA."

Ga. Dealer Expands

Southern Motors, 301 E. Broughton St., Savannah, Ga., plans to construct a large garage and repair shop on the north side of Broughton St. The new structure will represent an investment of approximately $30,000, it is reported.



AUTOMOTIVE WASHINGTON

Appraisal Of Peace Era Shows Uncertainties

By William Ullman

AFTER SIX months of peace, what do we have? Domestically, uncertainty still persists. At the week-end, President Truman's newest effort to halt the flux of strikes and to spur industrial production through a change in wage-price policy still was under careful scrutiny in business circles. Those who studied the order saw in it a confession of the futility of the earlier policy which assumed that wage raises could be granted without accompanying price increases.

On wages, the new program says that specified wage increases must be approved by the National Wage Stabilization board. The board "shall" approve increases consistent with the pattern of higher pay in the industry or locality, set since Aug. 15. The board also "shall" approve wage increases to eliminate specified "gross inequities," to correct "disparities" between wage increases and living cost increases, and to take care of "substandards" of living. But the board, too, may fashion "special standards" to meet situations outside the pattern.

Ullman

Then, on prices, the OPA "shall promptly provide" upward adjustments of price ceilings to compensate for hardships growing out of these "approved (by the Stabilization board) wage increases."

The program says that such adjustments shall be sufficient to assure earnings for one year equal to the "average rate of profit" in the "peacetime base period applicable to that industry" —which in most cases is the 1936-1939 period, in the opinion of OPA.

These wage and price uncertainties have dragged along for weeks, with the insiders in the Administration finding it hard to reconcile fundamental differences. And even with establishment of a single policy and even with quick clarification of the new order, it will take weeks to get forward rapidly on the paths to production.

Ranking right with the wage-price question was an explosive housing controversy. Housing Expediter Wilson Wyatt came up with an admittedly bold program designed to eliminate the housing shortage in two years.

There is little disagreement with the overall emergency program to help veterans find homes. Veterans should have preference in the rental or purchase of available homes. In many areas, it would appear that continuation of rent controls temporarily is unavoidable, but with allowances for increased mainenance costs.

Many ramifications of Wyatt's program will be aired in Congress, as some of them already have been. The House Banking committee will provide a forum during hearings on extension of the price control act.

The Senate Labor committee provided two important developments. Approval was given to a bill to raise the minimum legal wage from 40 to 65 cents an hour. There appeared to be no definite prospect of favorable action soon on the Case labor - control bill, which the House passed.

As usual, quick House action to meet turbulent conditions in the industrial disputes field produced a measure which bogged down in a Senate committee.

We have uncertain Administration policies. We have Congress moving slowly. We have business wondering what is coming, long-range.

So we have not progressed too far since V-J Day six months ago.

* * *

Is Free Speech Free On Union Opinions?

WILL A corporation's president or other top executive be protected by the free speech amendment to the Constitution if he expresses opinions about union matters in a speech?

Generally speaking, if an employer's opinion in opposition to a union stands alone and is neither coercive nor threatening in nature, theoretically at least what he says is protected by the free speech amendment. However, if the expression is coupled with a background of anti-union conduct or is in itself coercive or threatening, the result is almost sure to be a finding that the statement is an unfair labor practice and illegal under the Wagner act.

What seems to one person to be threatening or coercive may not seem so to another. What appears to one person to be a background of anti-labor conduct may not so appear to another.

The way these freedom-of-speech cases turn on the individual circumstances of each case as interpreted by the board or courts is illustrated by two recent cases, the Palmer-Bee Co. and St. Joseph Lead Co.

In the former, the company's general manager gave a speech to the employes a few hours before the polls were opened for a board election. By the board's interpretation, the speech "posed a spurious issue between voting for the union and loyalty to the employer." The board found other contemporaneous unfair labor practices, including discriminatory layoffs of 25 employes two weeks before the election. The board ruled that the speech was not protected by the free speech amendment and that it was an unfair labor practice.

In the St. Joseph Lead case the president spoke to supervisors, a small part being directed to making clear that the company would never require union membership as a condition of employment. The board held, even though it found several other unfair labor practices, that the remarks were within the rights of free speech and not a violation of the act.

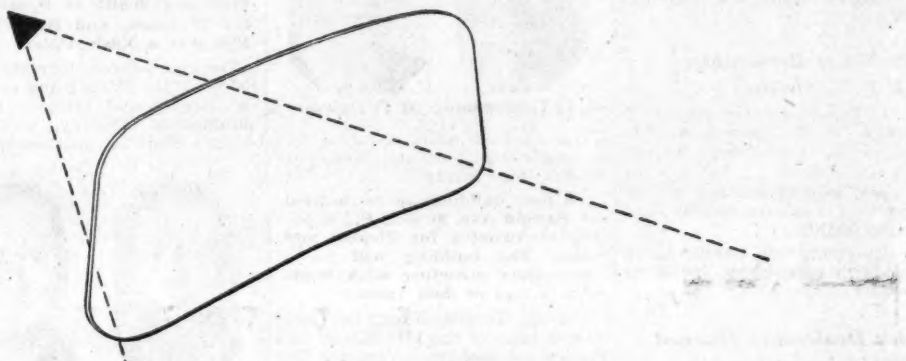
* * *

THIS IS A RECENT aerial view of Nash Motors' central parts and service plant at Milwaukee. The plant covers nearly half a million square feet of floor space.

Little of Original Left In Employment Bill

CONGRESS SALVAGED very little of the original draft of the Administration's full employment bill in the final compromise for President Truman's approval. Instead of declaring that "all Americans . . . have the right to useful . . . employment" and that "the United States assures the existence at all times of sufficient employment opportunities . . ." the final form places the emphasis on Congressional responsibility to maintain essential conditions which will encourage free, competitive enterprise to provide an adequate job volume.

New Car Customers take the BROAD VIEW



Prefer Wider Windshields and Larger Windows for Better SEE-ability, Greater Safety.

▶ A public too long grounded, too hemmed in, craves to go places and *see* things. And it expects to do so in automobiles having wider windshields and larger windows than ever before. This is the conclusion of nationwide surveys among men and women in practically every walk of life. They all listed better vision, greater safety as the reasons.

The trend is unmistakable . . . and it makes sense. Wall-wide windows are accepted features of modern homes; observation-car windows contribute to the popularity of modern train travel; expanses of formed, curved glass helped give American warplanes supremacy of the air. And wider windshields, larger windows could easily be the magic that will establish leadership for your coming models.

To help you capitalize on this growing desire for bigger body openings and better vision, "Pittsburgh's" famous Duplate Safety Plate Glass and Duolite Safety Window Glass are at your service. Backed by the unique manufacturing knowledge, research laboratories and production facilities of Pittsburgh Plate Glass Company, these time-tested, service-proved products are more than ever your assurance of highest quality.

Our safety glass experts will gladly consult with you on any glazing problem involved in the design and construction of automobiles.
Pittsburgh Plate Glass Company, Grant Building, Pittsburgh 19, Pa.

Safety Glass
BY "PITTSBURGH"

"PITTSBURGH" stands for Quality Glass and Paint

PITTSBURGH PLATE GLASS COMPANY

Dealer Doings

Anthony Appoints Robins S. F. Resident Manager

Russell B. Robins, for the past 21 years in the automobile business in a sales and executive capacity, was named San Francisco resident manager for Earle C. Anthony, Inc., last week by **Le Roy Spencer,** vice-president.

R. B. Robins

Robins came from St. Louis, where he was manager of a quality car distributing organization for Missouri. Prior to his St. Louis connection, he held sales and executive posts in New York, Atlanta, Ga., and Montreal.

* * *

Van Etta Motors Names Keenas, Kruezberger

Selection of **Alan Kreuzberger** as Mercury sales manager and **Hugh Keenas** as Lincoln sales manager was announced last week by Ed Lowery, chief of Van Etta Motors, San Francisco. Both men are veterans of World War II.

* * *

Oakland Dealers Spend $250,000 On Buildings

Approximately $250,000 is being invested by Oakland, Calif., dealers for new buildings, alterations and expansion.

The largest outlay is an estimated $175,000 by **Mel McLaren** who is erecting two buildings for his Sequoia Motors Co. (Nash). He was formerly located in San Jose. Both buildings will contain display rooms and service departments. They will be located at 49th Avé. and E. 14th St. and at 103rd Ave. and E. 14th.

Remodeling is underway for Cochran and Celli, said to be the oldest Chevrolet dealer in California.

Remodeling of the front, salesrooms and offices is nearing completion for **Eb Wells** (Pontiac). **Val Strough** (Chevrolet) has a series of improvements started, as has **J. E. French** (Dodge - Plymouth).

* * *

Dealer Mornhinveg Cited For Community Service

Clinton A. Mornhinveg, manager of an automobile dealership at Eunice, La., was awarded the loving cup by the Rotary club for being the Eunice citizen who has rendered the most outstanding service to the community during the past year.

* * *

James Motor Represents Dodge-Plymouth Line

James Motor Co., Reidsville, N. C., has been appointed dealer for Dodge and Plymouth cars and Dodge trucks, **J. W. James** announced last week.

The dealership recently moved into its own building on South Scales street. The quarters provide about 9,000 feet of floor space.

* * *

Dealer Abel Establishes 25-Year Record in Wis.

Ed Abel, Rhinelander, Wis., recently celebrated his 25th year as a Studebaker dealer. District Manager William J. White presented him with a 25-year dealer plaque.

When he first became a dealer, Abel had a small four-car garage. The dealership has grown to be one of the largest in the city.

* * *

O'Shea-Rogers Principals Incorporate Two Firms

O'Shea - Rogers Motor Co., Lincoln, Neb., has been incorporated with an authorized capital stock of $600,000. Incorporators are **E. M. and Florence H. O'Shea** and **R. H. and Marie M. Rogers.**

The same incorporators filed articles for the O'Shea-Rogers Tractor & Equipment Co. with the same amount of capital stock authorized. The dealership handles Ford and Lincoln cars and the Ford tractor line.

* * *

New Cincinnati Dealership Established by Gatchett

Gatchett Motor Co., new Dodge-Plymouth dealership, has opened at 3417 Reading Rd., Cincinnati, with **Kark Gatchett** as general manager and **Sidney Weil,** a partner. The dealership has floor space of more than 25,000 square feet.

Louis D. Winsel is sales manager, **Max Steiner,** service manager.

* * *

Philbrick, Baraboo, Wis., To Handle K-F Line

Philbrick Motors, Baraboo, Wis., said to be the eleventh oldest dealer in the nation, has been appointed by Kaiser-Frazer, **Orriel Philbrick,** owner, announced last week. The firm was established in 1906.

Its new location, 112 5th Ave., has been redecorated and remodeled.

* * *

Interest in Lingle Motor Acquired by Kinnan

Kelly Kinnan, recently returned from three years' service with the Army Air Forces, has purchased half interest in Lingle Motor Co., Lingle, Wyo., from Lois Trabert.

Before entering the service, Kinnan was employed for three years by Torrington Motor Co., Torrington, Wyo.

* * *

Tyner Starts Dealership For K-F in Shelby

W. H. Tyner, former mayor of Pembroke, N. C., has moved to Shelby, N. C., to represent Kaiser-Frazer.

He says he will build a $50,000 garage with modern display and servicing facilities.

The dealership will handle a full line of farm machinery, including two makes of tractors.

* * *

Pontiac Dealership Opened By Paddocks in Dayton

Jim and **Jack Paddock,** owners of Falls City Pontiac Co., Louisville, have opened Paddock Pontiac, 520 N. Main St., Dayton, O. Jack Paddock has established his residence in Dayton and will operate the dealership there.

* * *

McDonald-Scott Plan New Truck Department

McDonald-Scott Chevrolet Motor Co., Oklahoma City, is not expanding, according to Scott, but just enjoying a normal growth. The firm has bought a building across the street from its present location, now occupied by American Electric Ignition Co., and will convert it into a Chevrolet truck unit.

By adding this property to its present holdings, the firm now boasts of having 325 feet facing Broadway.

A GEM in the Pacific Northwest Auto Row is this new building of McCollum-Crawford Motors, newly-appointed Ford dealer in Dishman, Wash., near Spokane. It's $46,000 worth of streamlined structure. That eye-catching showroom is 75 feet across. In its 110-foot depth the building houses fixtures and service equipment as modern as itself. Firm heads are Harold McCollum and Tommy Crawford. Dick Bacon is the service manager, and Billy Schoenberg parts manager.

Five Named To Distribute Frazer And Sell Kaiser

Appointment of five more Frazer distributors and Kaiser dealers has been announced by W. A. MacDonald, vice-president on charge of sales of K-F and Graham-Paige.

Dawson Motors will handle sales of the new Kaiser and Frazer in Miami. The company, headed by **M. H. Dawson** and **S. J. Waddell,** will be distributor of the Frazer in

A. C. Tiedemann

M. H. Dawson

six southern Florida counties, and a retail dealer of the Kaiser in Miami and vicinity.

A new building, to be located on Second Ave. at 33rd St., is being constructed for display and sales. The building will be a three-story structure with 30,000 square feet of floor space.

Florida Trading Post, Inc., will handle sales of the 1947 Kaiser and Frazer automobiles in Tampa. The company, headed by **A. C. Tiedemann,** will be a distributor of the Frazer in 14 Florida counties and a retail dealer of the Kaiser in Tampa and vicinity. Among the major cities served by the Frazer distributorship are Tampa, Plant City, St. Petersburg, Clearwater, Winter Haven and Sarasota.

The Florida Trading Post, 217 Tampa St., is occupying the Dean and Collins buildings. Two buildings, with a total of 24,000 square feet of floor space, will be used for display and servicing of the new cars.

Tiedemann, president of the corporation, has been active in the automotive industry for 30 years in both manufacturing and sales and service. H. W. Kramm, vice-president and general manager, was associated with General Motors and Nash for 15 years.

H. J. Nestle, with 12 years as regional service manager with General Motors and 10 years as manager of service of Chrysler Corp., is service manager of the Florida Trading Post. Secretary - treasurer of the company is **C. J. Koller.**

Appointment of Burkett Motor Co. to handle sales in Spartanburg, S. C., was also announced.

The company, headed by **R. J. Burkett,** will be a distributor of the Frazer in six South Carolina counties and a retail dealer of the Kaiser in Spartanburg and vicinity.

Burkett has been an auto salesman and dealer in Spartanburg for 20 years, and from 1938 to 1944 was a Nash dealer.

The firm's three-story building, at 196 W. Main St., is being remodeled for display and sales of the new automobiles. Display, service and storage facilities will occupy more

A. J. Burkett

C. O. Ruud

than 10,000 square feet of floor space in the three-story building.

Ruud - Campbell Co. will handle sales in Billings, Mont.

The company, headed by **Clifford O. Ruud** and **Robert E. Campbell,** will be a distributor of the Frazer in 22 Montana and four Wyoming counties and a retail dealer of the Kaiser in Billings and vicinity. Ruud, president of the concern, has been engaged in auto sales work since 1919.

Showrooms in the company's building at 500-504 N. 29th St., are being remodeled for display of the new automobiles. Sales, service and

R. E. Campbell

J. S. Ball

storage facilities will occupy 14,000 square feet of floor space in the Ruud-Campbell building.

Appointment of Ball Service, Inc., to handle sales in Elkhart, Ind., was also announced by MacDonald.

The company, headed by Joseph S. Ball, will be a distributor of the Frazer in 10 Indiana and three Michigan counties, and a retail dealer of the Kaiser in Elkhart and vicinity. For a number of years Ball has operated a filling station in Elkhart.

A new building for the firm is under construction at 2016 W. Franklin St. Display, service and storage facilities will occupy more than 7,000 square feet of floor space in the new structure.

R. W. CARSON, former general manager of Packard Motor Car Co. of New York, signs a contract for the Hartford (Conn.) Packard dealership. Witnessing the signing are R. W. Cragin (left), New York regional manager, and C. F. Hoffman (right), zone manager.

Sims Opens Dealership In Ellensburg, Wash.

Harry F. Sims has resigned as service manager at Dick DuBois, Inc. (Hudson), Seattle, to open a Hudson dealership in Ellensburg, Wash., where he will operate as Harry Sims Hudson.

Earl McAllister, formerly with the Tyson Oldsmobile Co., and Wm. O. McKay Co. (Ford-Lincoln), Seattle, is Sims' successor.

* * *

New Addition Planned By Reinauer Bros.

Reinauer Bros. (Studebaker), Oklahoma City, will start construction of an addition to the firm's present building that will give it 24,000 feet of floor space.

"That's only a small part of our program," said **Fred Reinauer,** "but I am not being quoted just now as to our plans for real expansion. That will have to wait until the present turmoil is over."

* * *

Auto Clinic Remodels

Auto Clinic, Inc. (Chrysler), 816 N. Calvert St., Baltimore, is remodeling the building it recently purchased. The dealership has been located in the structure for the past four years.

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Nirschl Gets New Home

Nirschl Bros. (Chrysler), Pendelton, Ore., has moved into its new building, **John Nirschl** said last week.

* * *

New Salesroom

A new salesroom has been built for Walter H. Woodward (Chrysler), Laconia, N. H. The dealership also has a new parts department and office.

* * *

Bobst Spends $25,000

Approximately $25,000 is being spent by Paul Bobst (Chrysler), Hollywood, Calif., for improvements and additional equipment.

* * *

Dealer Buys Building

Raymond A. Wittschen, Wittschen Motor Co., Charleston, S. C., purchased the Commercial Credit Co. building on King St.

* * *

Sadler on Bank Board

William H. Sadler, president of Sadler - Ross Motor Co. (Dodge-Plymouth), and chairman of the Arkansas Highway commission, has been named a director of the Commercial National Bank.

* * *

Higginbotham Appointed

M. S. Higginbotham has been appointed dealer for Hudson in Columbia county, Ark. and Claiborne parish, La.

* * *

I. M. Smith with Crow-Burlingame Co., Little Rock and Pine Bluff, Ark., for the past 16 years, will enter the wholesale automotive parts business in Helena, Ark., next month.

* * *

Wheel & Axle Service, Lexington, Ky., capitalized at $20,000, was recently chartered as a wholesale and retail dealer in automotive parts. Incorporators are **Henry A. Hettel, Clarence LeBus jr.,** and **Frazer D. LeBus.**

* * *

North West K-F Motors has been appointed Minneapolis distributor for Kaiser-Frazer cars. The territory comprises 50 counties in Minnesota and 16 in Wisconsin. Temporary quarters have been taken at 1681 Northwestern Bank Bldg.

Officers are **Oscar A. Schultz,** president; **Irving H. English,** vice-president and general manager; and **John F. Rowland,** secretary-treasurer.

* * *

Harold H. Hart, head of the Hart Motor Co., Wolfeboro, N. H., has been appointed Carroll county chairman for the National Foundation for Infantile Paralysis drive.

* * *

Barringer Bros. & Gaither, of Hickory, N. C., has been incorporated with authorized capital stock of $100,000 to deal in automobiles. Principals: **James E. Gaither** and **J. E. Barringer,** both of Hickory, and **C. M. Barringer** of Conover, N. C.

Dealer Doings

Waller, Lyons Form Chicago Dealership

Opening of Western Ave. Sales, Inc., a Buick dealership on Chicago's northwest side, was announced last week. Heading the firm are **Charles R. Waller**, president, and **T. E. Lyons**, vice-president. Except for Army service, Waller throughout his business career had been associated with the Buick factory organization.

Lyons, a 15-year resident of the community in which the new dealership is located, was manager of the former Buick dealership which the new company succeeds at the same location, 61000 N. Western Ave.

* * *

Belle Isle Plans Building In Decatur, Georgia

A. L. Belle Isle, Atlanta, Ga., disclosed plans last week for construction of a building for Belle Isle Motor Co., Inc. (De Soto-Plymouth), Decatur.

Situated on a site 60 by 200 feet at the corner of Marshall street and Ponce de Leon avenue, N.W., it will be of masonry steel construction with plate glass and steel sash front.

Joe Gaston, Decatur, has been named general manager, and **A. L. Belle Isle jr.**, recently returned from service, will be associated with his father in the sales department.

* * *

Studebaker Names Catlin In Jacksonville, Fla.

William Catlin & Sons, Jacksonville, Fla., has been named dealer for Studebaker passenger cars and trucks.

Associated with **William Catlin** are his two sons, **Lt. Col. William Catlin jr.** and **Capt. Marshall Catlin.**

* * *

Aero-Plane Opens Car-Type Salesroom

Aero-Plane Sales and Service, Taylorcraft dealer, has opened the first automotive-type salesroom for airplanes in the San Francisco region at 2442 San Pablo Ave. in Berkeley.

The idea is designed to rule out the long trip to an airport "where it is usually cold and windy," according to E. A. Kenworthy.

* * *

White Appoints Dawley In Lincoln, Neb.

C. C. Dawley, Dawley Motor Co. (Chrysler-Plymouth), Lincoln, Neb., announced last week that the company has been appointed White dealer in Lincoln and adjoining territory. A full line of accessories will be carried. The salesrooms at 1608 O St. are being remodeled and refurnished.

* * *

K-F Dealers Spend $1,000,000 In L. A. Area

LOS ANGELES.—More than $1,000,000 is being invested by Kaiser-Frazer dealers in the Los Angeles area for new construction and modernization of sales and service facilities, E. J. Lattner, general manager of Munz Car Co., distributors of the new Frazer and Kaiser automobiles for the seven Southern California counties, stated last week.

Munz has appointed 32 dealers in this area and plans public showing of the new cars sometime the first of next month.

He left for the east recently to inspect the company's new Willow Run plant and to attend the first showing of the two new cars in New York.

* * *

Walker Acquires Property In Gastonia, N. C.

G. G. Walker, owner of Walker Motor Co. (De Soto-Plymouth), Gastonia, N. C., has announced the purchase of property at the corner of Marietta and Franklin streets. The property has a frontage of 133 feet and is 204 feet deep. The purchase reportedly involved $50,000.

A large home and a gasoline station is located on the property at present. Walker's plans for use of the site were not given.

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Crane Motor Formed

A certificate of incorporation has been granted to Crane Motor Co., Parkersburg, Va., with authorized stock and starting capital of $10,000. Incorporators are **Pauline Wells Crane, Jack Crane** and **Gertrude L. Crane.** The company is establishing salesrooms at Seventh and Williams streets.

* * *

Hutton's Son Returns

Lt. (jg) Tom Hutton, USNR, has returned to his father's dealership, the Chuck Hutton Co. (Dodge-Plymouth distributor) in Memphis, Tenn. He was discharged after two years of service with the amphibious forces of the Pacific fleet.

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N. C. Firm Chartered

Farmers Equipment Co., Washington, N. C., has been chartered with authorized capital stock of $100,000 to buy and sell farm machinery and equipment. Principals are **D. S. Swain, W. J. Dunn** and **Virgil H. Harris**, all of Washington.

* * *

Holmes in New Home

The Oldsmobile and General Motors dealership operated by **J. E. Holmes**, at Moultrie, Ga., has moved into a new building with added display space and a spacious repair department.

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S. and C Motor Co. (Ford) expects to occupy new quarters in San Francisco during this month. The company will occupy a building previously used by the Navy for a records office.

* * *

The Wheel and Axle Service of Lexington, Ky., capitalized at $20,000, has been chartered as a wholesale and retail dealer in automotive parts. Incorporators are **Henry A. Hettel, Clarence LeBus jr.** and **Frazer D. LeBus.**

* * *

Glen P. Woodward jr., connected with Packard prior to entering military service three years ago, has been named executive secretary of the Florida Petroleum Industries committee. He succeeds **Berwick Anderson**, who resigned to return to private law practice.

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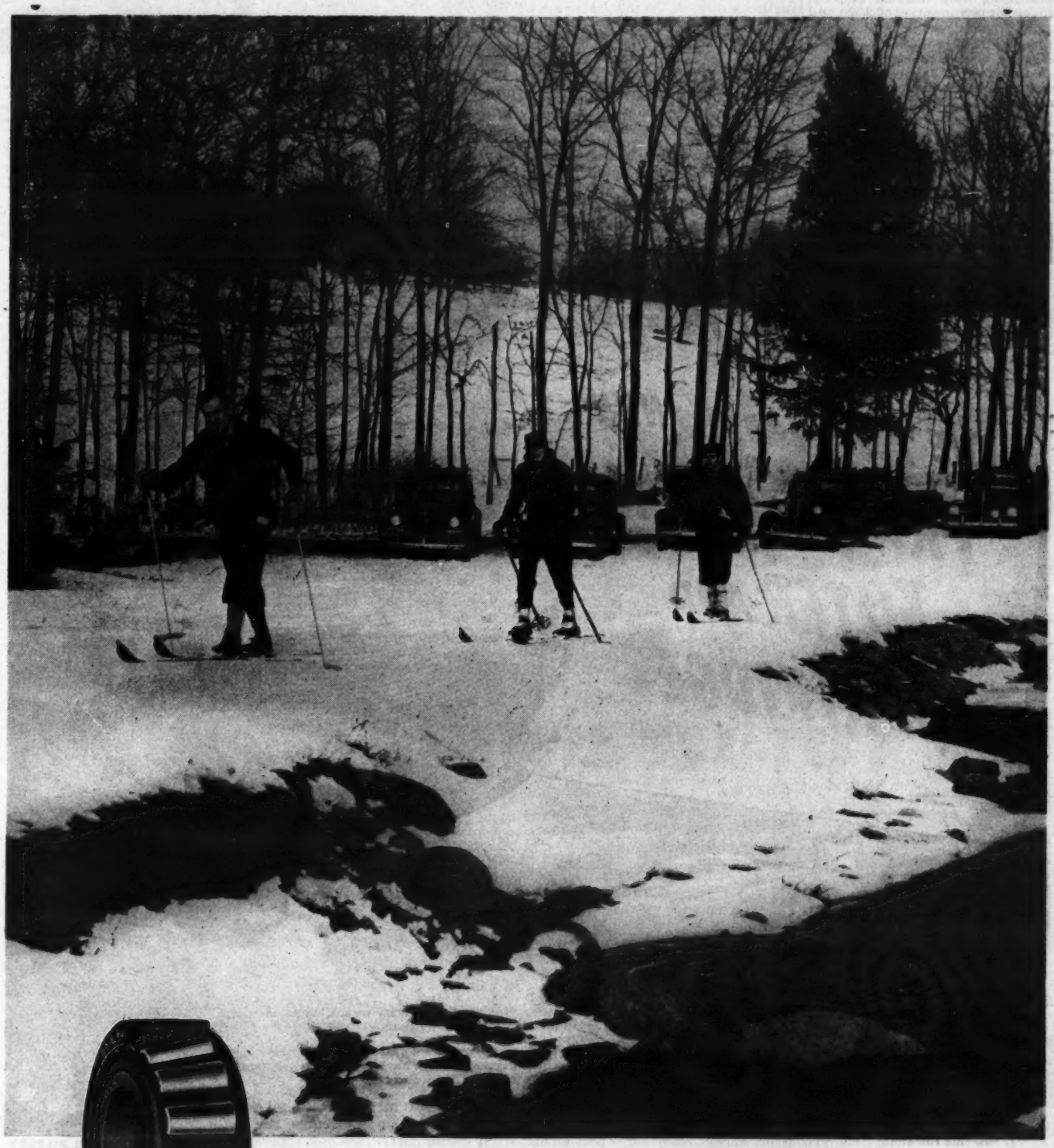
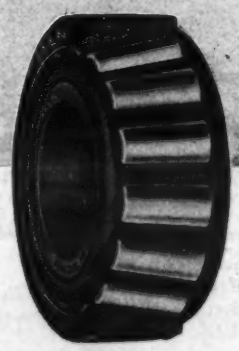
MacDonald Motors (Chrysler), West Roxbury, Mass., has completed redecoration of its quarters. **Everett MacDonald** has returned to the dealership from service in the Navy.





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—Auto Advertising—

Liberty Takes a Look . . . Fabulous City

By Bob Finlay

In the first broad study of its market coverage since Paul Hunter became publisher, *Liberty* found that more than eight out of 10 of its readers are of high school or college level—nearly twice as many as in the general population.

Nearly 1,100 persons over 18 years of age were interviewed by the staff of Paul Stewart and Dr. Lyndon Brown in cities of 2,500 and over.

Checking three consecutive issues, Stewart & Brown found that *Liberty* is read by 7.6 percent of the urban population, which, projected, gives an audience of 6,200,000.

Forty-six percent of the readers were men, 54 percent women, a normal wartime ratio in view of the millions of men in war service.

Seven out of 10 of *Liberty's* readers were found to be in the B and C groups — the upper middle and middle economic brackets.

Fabulous City

Facts about the new magazine section to be started May 5 by the *Times-Picayune and New Orleans States* were presented to auto advertising men in Detroit last week by Roland Ladreyt, national advertising manager, at two luncheons and a cocktail party.

And, by the way, Ladreyt, who has quite a knack with boiled shrimp, New Orleans style, says he is thinking about a boiled shrimp and beer party here sometime in the fall. There's no business at these shrimp affairs, since Ladreyt is too busy cooking.

The magazine, to be edited by Warren Ogden, will draw its editorial material from the colorful local area.

National magazines and magazine sections have little penetration in the New Orleans area, Ladreyt says, while the *Times-Picayune* has 94 percent coverage.

Ladreyt touched on the colorful background of the area — Pirate's Alley, the bayou country, furs, oysters, shrimps, sugar, industry, O. Henry and the river.

Hosts for Ladreyt were Dave Sampson and Charlie Marvin, of Jann & Kelley.

Proud Pappy

We're straining a little on this one, but we finally decided that if we called Bill Haworth "the big breeze from Nash" it would point up the name of his new seven-pound daughter — Gail West. Mama's doing fine, but Pappy's looking a mite tuckered out.

Names

After 46 months of Navy service, **Lieut. Comm. C. A. Kelso** has rejoined Brooke, Smith, French & Dorrance, Inc., Detroit and New York advertising agency. Kelso will be in charge of the expanding export department of the Detroit division of BSF&D.

HENRY T. EWALD (left), president of Campbell-Ewald, advertising agency, receiving congratulations from Frederick E. Booth, manager of the Detroit offices of Hyatt Bearings division of General Motors, on 35th anniversary of Campbell-Ewald's founding. Hyatt Bearings was a client of this advertising agency when it started and is still a client.

The National Outdoor Advertising Bureau, Inc., has announced the appointment of **F. W. Meyer** as staff representative in the San Francisco office. Meyer was formerly research and marketing director with Leon Livingston Advertising Agency.

David W. Lee has been named to head the truck advertising division of Ford and **H. D. Everett** to guide the new market research division.

D. W. Lee

A native of Lansing, Lee worked from 1934 - 37 in the Chrysler engineering division, then joined Dodge truck sales, eventually becoming truck sales engineer. Everett has been directing market studies for Time, Inc., since 1939 and prior to that for Columbia Gas & Electric.

Appointment of **Carl Havens** as an assistant to W. A. Blees, vice-president in charge of sales for Consolidated Vultee Aircraft Corp. was announced last week in San Diego. Havens will supervise Convair advertising, sales promotion and public relations on Convair commercial, military and personal aircraft. He will make his headquarters in the company's general offices at San Diego. Havens comes to Convair from the direction of advertising, sales promotion, public relations and plant promotion for Oldsmobile.

Carl Havens

James W. Egan jr., advertising manager of the *New York Times*, has resigned to become vice-president and advertising director of the *Toledo Blade*, a Paul Block newspaper. A native of Chicago, Egan began his career in 1921 as an advertising salesman for the *Chicago Herald-Examiner*.

JUST released from world-wide service with both Army and Navy, the new Fram Filcron oil filter, with its amazing Filcron replacement cartridge, will soon be available to civilian markets. Representing the ultimate in oil filtration, this remarkable development offers many outstanding advantages:

1. Micronic Filtration: The new Fram Filcron filter and cartridge make possible "micronic filtration," the trapping of abrasive particles as small as one micron (.000039 of an inch) in size. This keeps oil physically, *visually* clean*; reduces engine wear to a minimum, saves overhauls, repairs, money. Filcron cartridges fit both new or pre-war Fram filters of the same size.

2. Greater Efficiency: Fram Filcron filter and cartridge have a higher clean oil flow rate, and oil is cleaned at one pass.

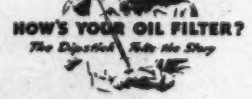
3. Advanced Design: Bodies and covers of the new Fram Filcron filters are made of heavy, one-piece pressed steel, solidly built to give years of service. Drain and inlet spuds insure leak-proof connections. Fram Filcron cartridge has built-in grommets and sturdy bale for easy removal.

4. Long Life: Greater dirt capacity means longer cartridge life, thus reducing operating costs.

5. Proven Superiority: Developed for the Armed Services, millions of Filcron cartridges have proved their outstanding qualities with the Army and Navy.

Remember, Fram Filcron means profits all down the line. Manufacturers benefit because the factory profit from resale cartridges can more than offset original equipment costs. Dealers benefit from the big, steady market for Filcron replacement cartridges. Motorists benefit because Filcron saves them motor trouble, breakdowns, repairs, money. Everyone benefits from the Fram Filcron! FRAM CORPORATION, Providence 16, R. I. *In Canada:* J. C. Adams Co., Ltd., Toronto.

** Certain heavy-duty detergent oils, due to the type of detergent additive used, will turn dark in color as soon as put into the motor. Where such oils are used, filter cartridges must be changed on a mileage basis.*



FRAM *Filcron*
THE MODERN OIL FILTER

SUPPLEMENTING a strong trade paper, national magazine and network radio advertising campaign, Electric Auto-Lite has begun a series of full-page color advertisements in the American Weekly Magazine section of 19 Sunday papers plus similar space in leading color rotogravure newspapers in the nation, it has been announced by H. D. Bissell, advertising manager. The above is first of a series.

In the Hopper

Labor Union Finance Bill Proposed in Kentucky

A bill which would require semi-annual reports by labor unions and cooperative associations on amounts and sources of receipts and amounts and purposes of expenditures has been introduced in the Kentucky legislature by Rep. Harold L. Barnes (D), Mount Washington.

The measure would require the reports to be made to the secretary of state by the president or executive officer of every branch or local labor union and every cooperative association. Penalty for falsifying such a report would be a fine of from $1,000 to $5,000 and penitentiary sentence of from one to five years; for failure to file, a fine of from $500 to $1,000 and forfeiture of the right to operate.

* * *

Four Road Tax Changes Proposed in Va. Measure

A single road tax bill embodying four major changes in Virginia's highway tax structure is being prepared for early introduction in the general assembly, Gov. Tuck has revealed.

The bill will call for an increase of 1 cent per gallon in the gasoline tax, abolition of the 2 percent gross receipts tax on motor carriers, a 20 percent reduction in the cost of automobile license tags for private motorists, and an increase of 2½ times in the cost of the license tags for trucks.

Together, the proposed changes would produce an additional $3,500,000 in state highway revenues, the governor said.

* * *

Ark. Tax Project

Trade Groups Asked to Aid In Drawing Up Plan

Assistance of automotive and other trade groups in drafting a model tax structure for Arkansas was requested by G. Russell Brown, president of the Arkansas Public Expenditure council, at a Little Rock dinner attended by representatives of 32 trade and professional organizations.

Those present included Fred S. Balch, Arkansas Automobile Dealers Assn.; W. F. Scarborough, Arkansas Oil Dealers Assn., and S. Howard Moore, Arkansas Bus and Truck Assn.

"This model Arkansas tax plan," Brown said, "will accomplish three things. It will provide adequate revenue for economical and efficient operation of all essential public officers at both the state and local levels.

"It will remove inequities and discriminations existing in the present Arkansas tax system and it will create a healthy economic climate in which agriculture, business and industry may flourish."

* * *

N. Y. Bill Would Stop Benefits to Strikers

A bill to prevent strikers from receiving unemployment insurance benefits was introduced last week in the New York legislature.

Under New York's present law, strikers can obtain unemployment insurance benefits after a seven-week waiting period. Also pending is a bill, backed by the CIO, to eliminate the present waiting period for benefits to strikers.

* * *

Mass. House Kills Bill To Stop Rent Boost

The Massachusetts house of representatives last week rejected a bill to prohibit "unreasonable increasing of rents on commercial, industrial, mercantile stores, offices and other non-tenement buildings." The house in effect killed the proposal by accepting a committee recommendation that it be referred to the next annual session.

* * *

Compulsory Liability Proposed for Ky.

A bill providing for compulsory motorists' liability insurance was introduced in the Kentucky legislature.

The measure would require that before license plates could be issued or transferred the owner would have to show proof of ability to pay up to $1,000 for property damage, up to $5,000 for bodily injury to one person and up to $10,000 for bodily injury to two or more persons.

* * *

Calif. Assembly OK's Bill For 50 MPH Speed Limit

California's assembly has passed and sent to the state senate a bill setting a fixed 50-mile-an-hour motor vehicle speed limit until Mar. 3, 1947.

* * *

Would Reduce Tire Thefts To Misdemeanor Charge

Plans to attack an apparent paradox in Virginia laws which, in some cases, consider stealing an automobile tire a felony and stealing an automobile a misdemeanor were disclosed last week by Delegate Charles H. Phillips, Richmond.

He plans to introduce a bill to eliminate the provision enacted in 1942, when the wartime rubber shortage heightened the value of tires, which defined tire theft as a felony. He would restore the law to punish such stealing on the misdemeanor level.

Another piece of legislation which he contemplated would strike at that section of the code which looks tolerantly on people who take and use other people's cars without the owner's permission. Phillips said this leniency tends to encourage reckless "borrowing." His intention, he said, is to make it a felony, punishable by one to two years in prison, for anyone to misappropriate another person's car.

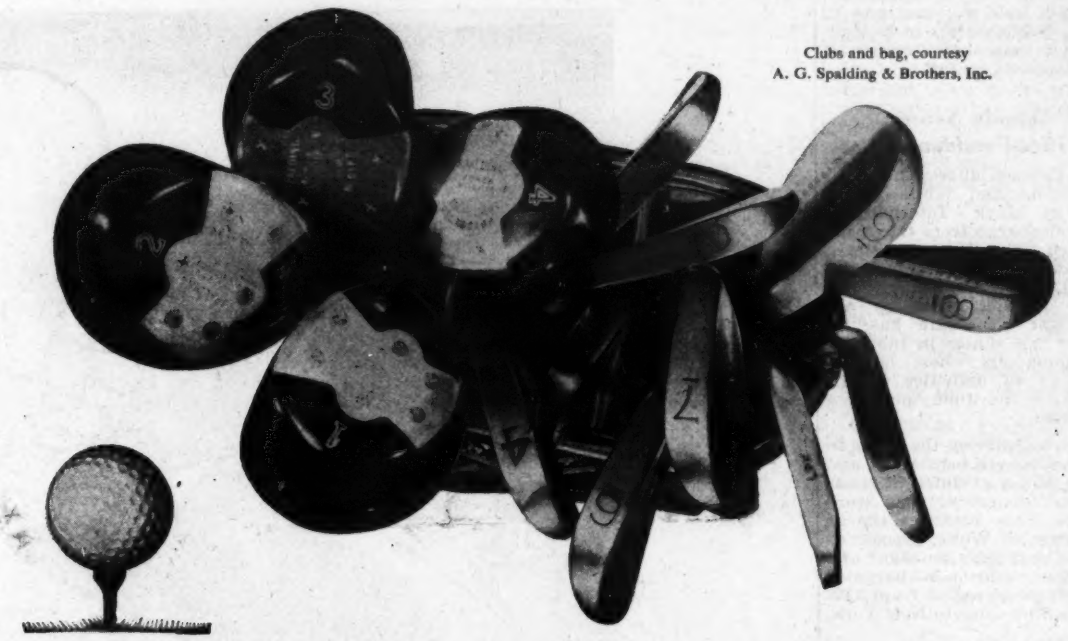
--C. W. Brown (Denver) Photo

THE ROCKY MOUNTAIN NEWS sends along this picture of Edward Yerty, a returned veteran, taking delivery of the first 1946 Studebaker Champion sedan in Denver from Sam Marcus, of Marcus Motors. Marcus Motors had not accepted orders on new cars until the new Studebakers were available so as to enable the returning veteran an opportunity.

Road Fund Diversion Proposed in R. I.

Rhode Island's highway fund raised through gasoline taxes faces another attempt to tap it for other purposes as a result of a bill presented in the state senate by Sen. William J. Thompson (R) of Cranston. Thompson's bill proposes that $3 million in gasoline tax revenue be distributed annually to the cities and towns of the state on a population basis and that the present sharing of horse-race revenue by the cities and towns be terminated.

The bill proposes that 40 percent of the money to be distributed be used for educational purposes and 60 percent be used for highway purposes. Under terms of the bill, if the tax on gasoline yields less than $3 million for distribution, then the state would tap revenue from automobile registrations and licenses to maintain the allotments to the municipalities. The measure was referred to the senate finance committee.



Clubs and bag, courtesy
A. G. Spalding & Brothers, Inc.

WHICH CLUB OFF THE TEE?

DRIVER, BRASSIE, SPOON . . . or perhaps even a "5" iron, you choose your club according to the shot you wish to make.

Today it's much the same with aluminum: You choose the alloy, temper and form best suited to each specific job.

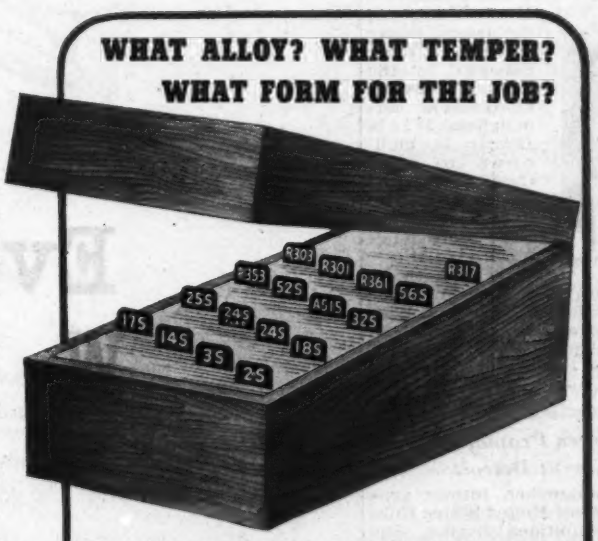
For example, to manufacturers of certain products, high unit-strength is a vital factor. To others, lightness may be even more important. Still others may require superior adaptability to forming or corrosion-resistance; or a combination of qualities.

Use of the *right* aluminum alloy means a better, more serviceable product at lower cost. Reynolds will help you specify it.

Consider Aluminum . . . Consult Reynolds

Whatever your interest, Reynolds technicians are ready to cooperate with your engineers. Offices in principal cities. Phone nearest office or write Reynolds Metals Company, Aluminum Division, 2539 So. Third St., Louisville 1, Ky.

Detroit Address: 1010 Fisher Building



Match the alloy to the job, obtaining the temper needed in the form best adapted to your production. Result: a better product at lower cost.

REYNOLDS METALS

REYNOLDS ALUMINUM

Auto Personnel

U. S. Rubber Promotes Martin and Bull

Luther B. Martin has been appointed technical director of the production department of United States Rubber Co.'s tire division and will be succeeded as director of the tire development department by Dr. Arthur W. Bull, it is announced by Dr. Sidney M. Cadwell, assistant general manager of the tire division.

In his new capacity Martin will

L. B. Martin

Dr. A. W. Bull

be a member of the staff of C. L. Wanamaker, production manager of the company's tire division. Both Martin and Bull will continue to have their headquarters in Detroit. Bull became associate director of tire development in 1945.

* * *

Mack of Canada Names Conner Vice-President

Harold Conner, district manager of the Bronx and White Plains branches of Mack - International since his discharge from the Army last March, has been appointed vice-president of Mack Trucks of Canada, Ltd., **A. C. Fetzer,** vice-president of that company, announced last week. He has assumed his new duties in the Toronto headquarters where he will have charge of activities in the eastern and maritime provinces and Manitoba.

Previous to entering the army in 1942, Conner served both Mack and the White Motor at different times as district manager of each company's New York branches and as vice-president of White. He served White also as district manager and later as vice-president in charge of the New England region from 1936 to 1940 when he came to New York.

* * *

Hunter Elected to Board Of Federal-Mogul

H. Gray Muzzy, president, Federal-Mogul Corp., Detroit, announced last week the election of **M. A. Hunter** to the board, filling the vacancy caused by the death of Frank C. Heath, Birmingham, Mich. Hunter is manager of the Greenville, Mich., plant. He is also a director of the First State Bank of Greenville.

M. A. Hunter

He has been associated with Federal-Mogul since its organization in 1924. He was director of purchases at the Shoemaker avenue plant, Detroit, for many years, becoming Greenville manager in 1940.

* * *

U. S. Rubber Promotes Wanamaker at Detroit

C. L. Wanamaker, former general manager of United States Rubber Co.'s munitions division, has been appointed production manager of the tire division, with headquarters at Detroit, **S. M. Cadwell,** assistant general manager of the division, announced last week.

Cadwell also announced the appointment of **Curtis L. Moody** and **J. A. Daly,** as assistant production managers for the tire division, and **Frank L. Swanson** as factory manager of the Detroit tire plant.

* * *

Metcalf Renamed as Chief Of Fisher Calif. Plant

Reappointment of **Charles W. Metcalf** as resident manager of the Oakland, Calif., plant of Fisher Body division of General Motors was announced by Thomas P. Archer, vice-president of General Motors and general manager of Fisher Body.

Metcalf, who was resident manager of the Oakland plant prior to 1942 was director of Fisher Body's employe suggestion program since its inception in the 16 plants operated by the division during the war, in addition to handling special assignments for the general manager.

* * *

Davey Quits Chrysler to Be K-F Assistant Treasurer

Appointment of **M. A. Davey** as assistant treasurer of Kaiser-Frazer Corp. is announced by Joseph W. Frazer, president.

Davey, for 17 years with Chrysler Corp., was executive assistant on the treasurer's staff from 1941 to 1945, and was director of dealer operations from 1935 to 1941. In his new position Davey will work under Hickman Price jr., Kaiser-Frazer treasurer.

FIRST ON THE COAST. Here's the No. 1 postwar Studebaker Skyway Champion to reach the Pacific West. It's being rolled out of the boxcar at Studebaker Pacific Corp. plant in Vernon, Calif. (suburb of Los Angeles). Caught by the cameraman as they gathered around the silver-gray car are, left to right, Wallace Austin, vice-president of the Paul G. Hoffman Co., Los Angeles dealership; L. E. Minkel, Southern California regional manager for Studebaker Pacific; C. K. Whittaker, president of the West Coast factory; Stanley Whitworth, vice-president, and Earl R. Carpenter, president of the Hoffman company.

Perfect Circle Announces Sales Executive Shifts

Major changes in the executive personnel of the Sales division have been announced by Don H. Teetor, vice-president in charge of sales of Perfect Circle Co.

George W. Stout has been appointed sales promotion manager, a new position which embraces all phases of Perfect Circle merchandising policies and procedure. Stout has served as advertising and publicity manager for most of his 21 years with the company.

Herman C. Teetor, now on terminal leave from the Navy, fills the position made vacant by Stout. Teetor, who began his career with Perfect Circle in 1927, held various executive assignments in the Sales division prior to his acceptance of a commission in the Navy in 1942. He is also a director of the company.

* * *

Hamrick Heads Oil Assn.

W. C. Hamrick jr., owner of Citizens' Oil Co., Gaffney, S. C., has been elected president of the South Carolina Oil Jobbers Assn.

* * *

Shaub Named

Frank G. Shaub has been appointed by Chambersburg Engineering Co. as Detroit representative with offices at 14456 Scripps Ave., Detroit 15.

* * *

Miller Named Manager

Col. William E. Miller, of Camp Hill, Pa., now on terminal leave from the Army, was elected secretary-manager of the Motor Club of Harrisburg, Pa. **R. H. Lyon,** president, said last week.

Everybody's going --

We're all booked for an extraordinary ride—the most extraordinary in human history.

It's the one today's *science* is taking us on —and it's going to last the rest of our lives.

It's a trip through dazzling realms of new ideas, new comforts, new materials, new products, new conquests over sickness and pain.

And a new magazine is arriving just in time to make this journey completely clear, exciting, thoroughly enjoyable. It is SCIENCE ILLUSTRATED. It will interpret what science is doing to us, what it's going to do, in an utterly new way—crisply, pictorially, and above all, authoritatively. More than sixty percent of editorial matter will be pictures.

SCIENCE ILLUSTRATED, naturally then, will attract a unique kind of audience. It will be a peculiarly alert, inquiring one. They will be people eager to read news and information about new things and new means which may enrich their lives. They will be a highly attentive, thorough-reading kind of audience.

This audience, then, will be one which an advertiser will be particularly anxious to secure for his message.

First issue of SCIENCE ILLUSTRATED will be on newsstands this April.

Auto Personnel

Legion of Merit Medal Awarded to Blankenship

Maj. Harry F. Blankenship, formerly of the Office of the Chief of Ordnance, was awarded the Legion of Merit medal last week by **Maj. Gen. G. M. Barnes,** chief of the research and development service.

Blankenship returned to civil life last month and has rsumed his duties as commercial and truck manager for Chevrolet in the Pittsburgh zone.

* * *

Goodyear Appoints Sohl As Farm Tire Manager

Ralph W. Sohl, member of the Tire Development department of Goodyear Tire & Rubber Co. for 30 years, has been named farm tire development manager, succeeding Elmer F. Brunner, deceased.

Sohl has had considerable farm tire experience, having been directly associated with early developments in that field in the early 30s when Goodyear successfully applied the airplane type tires to steel-wheeled tractors. Since 1942 he has been special field man for the development department, working closely with Army Ordnance on special projects.

* * *

Armco Division Places Moomaw in High Post

G. D. Moomaw has been named general manager of the Rustless Iron & Steel division of American Rolling Mill Co., Charles R. Hook, president of Armco, announced in Baltimore last week. Moomaw was vice-president and general manager and a director of the Rustless Iron and Steel Corp. which was merged with Armco Jan. 1. He also had served as works manager for three years after coming to Rustless in 1939 from Crucible Steel. He was elected vice-president in charge of operations in 1942.

Appointment of **C. R. Hook jr.** as assistant to the general manager was announced. He also has been elected assistant secretary of the American Rolling Mill Co.

Frank Buffo, who has served as production manager at Rustless since coming with the company in 1930, has been named manager of stainless bar and wire sales. **E. P. Geary,** former assistant vice-president in charge of sales, has resigned.

* * *

Chrysler Boosts Snyder To Master Mechanic

Herman L. Weckler, vice-president and general manager of Chrysler Corp., announces that **Carl J. Snyder** has been appointed general staff master mechanic of the corporation, succeeding D. F. Flater, resigned.

Snyder has been with Chrysler and its predecessor for 25 years, having started work as a tool engineer with the Maxwell company in 1921.

* * *

3 District Managers Named by Munroe

Appointment of three new district managers was announced last week by **S. W. Munroe,** general sales manager, Chrysler division.

They are **Fred J. O'Meara,** temporarily assigned to the Detroit region; **Wilfred J. Mahan,** the Dallas region, and **Alfred G. Krell,** the Pittsburgh region.

Krell and O'Meara returned after serving in the Navy and on war production respectively. Mahan has had extensive experience with another auto company. He served in an Ordnance regiment during the war and attained the rank of major.

* * *

Jordan to Direct Sales Of Bennett-Eco Goods

J. B. Balmer, president of Service Station Equipment Co., Muskegon, Mich., announced that **A. F. Jordan** has been appointed vice-president and director of sales for Bennett-Eco products.

Jordan and the executive sales office of Service Station Co. will be located in Chicago, but—until such time as suitable accommodations can be made available, he will operate from Muskegon. T. W. Myers will continue in his capacity as general sales manager with headquarters at the Muskegon plant.

* * *

Universal CIT Opens Nine New Offices

Universal CIT Credit Corp. last week announced the opening of nine additional branches. The managers are **Charles B. Eccles,** Kankakee, Ill.; **David W. Minton,** Hamilton, O.; **Cornelius T. McCabe,** Pittsfield, Mass.; **Kenneth J. Owen,** Muskegon, Mich.; **Graydon Woodford,** Petersburg, Va.; **A. W. Watkins,** Danville, Va.; **E. R. Hubka,** Lincoln, Neb.; **R. H. Ford,** Johnson City, Tenn.; **Robert F. Johnson,** Mattapan, Mass.

Lt. Col. A. C. White, with the corporation for the past 13 years, has been made an assistant vice-president. He was formerly district manager of the Boston area.

* * *

Briggs, Sorenson Elected Directors of F. L. Jacobs

Rex C. Jacobs, president of F. L. Jacobs Co., last week announced that **Joseph H. Briggs,** vice-president and chairman of the executive committee of H. M. Byllesby & Co., Inc., investment bankers, and C. E. Sorenson, vice-president of Jacobs, have been elected directors.

Sorenson is in charge of Continental Diecasting Corp., wholly-owned subsidiary of Jacobs.

* * *

Col. Lenk Reelected; Two Officers Promoted

Col. D. Allen Lenk, president and treasurer, Lenk Mfg. Co., Newton Lower Falls, Mass., was reelected last week. **M. A. Silverman** was elected vice-president in charge of sales and **Harry N. Sherman,** vice-president in charge of production.

Silverman joined Lenk in 1935 as salesman. In 1940 he was made sales manager. Sherman was associated with Manning, Maxwell & Moore as industrial engineer before joining Lenk in 1941 as works manager.

* * *

Nine Offices Opened By Commercial Credit

E. C. Wareheim, executive vice-president of Commercial Credit Co., announces the opening of nine offices and appointment of managers for the new offices, as follows:

Dennis M. Yingling, Roanoke, Va.; **Fred G. Bushmiaer,** Macon, Ga.; **D. J. Swallen,** Sandusky, O.; **W. B. Latimer,** Augusta, Ga.; **Kenneth E. McDougall,** New Brunswick, N. J.;

Gilmore Bray, Fall River, Mass.; **L. P. Friend,** Newcastle, Pa.; **Robert T. Williams,** Trenton, N. J., and **William K. Robinson,** Chester, Pa.

* * *

Crescent Elects

After three and a half years of active duty with the Navy, **John M. Sapinsley** has returned to Crescent Co., Inc., Pawtucket, R. I., and has been elected treasurer. Other officers elected were: **Milton C. Sapinsley,** president; **James T. Birch,** vice-president in charge of sales; **Arnold R. Dahlstrom,** vice-president in charge of production; **William A. Demers,** vice-president in charge of all manufacturing operations.

* * *

Studebaker Offices Moved

As part of a postwar expansion program, Studebaker Sales Corp. has moved its regional offices from 1172 Main St. to 1406 Liberty Bank Bldg., Buffalo. **E. J. Cremins,** regional manager, said last week. The regional parts department will remain at the Main street location.

* * *

Beeson Takes VA Post

Ralph Waldo Beeson, Birmingham, Ala., formerly with Ford in Atlanta, Ga., has been named director of insurance with the Richmond, Va., branch office of the Veterans' Administration.

* * *

Seaton Promoted

John H. Seaton has been named manager of aeronautical manufacturing division, formerly known as the deicer and fuel cell division of B. F. Goodrich, **T. G. Graham,** vice-president, announced last week. A graduate of Ohio Northern University in mechanical engineering, Seaton started in the physical testing laboratories in 1927.

* * *

Airtemp Adds Rundall

Clarence A. Rundall has joined the sales department of Airtemp division, Chrysler Corp., as assistant director of heating sales, it is announced by W. B. Shirley, director of heating sales.

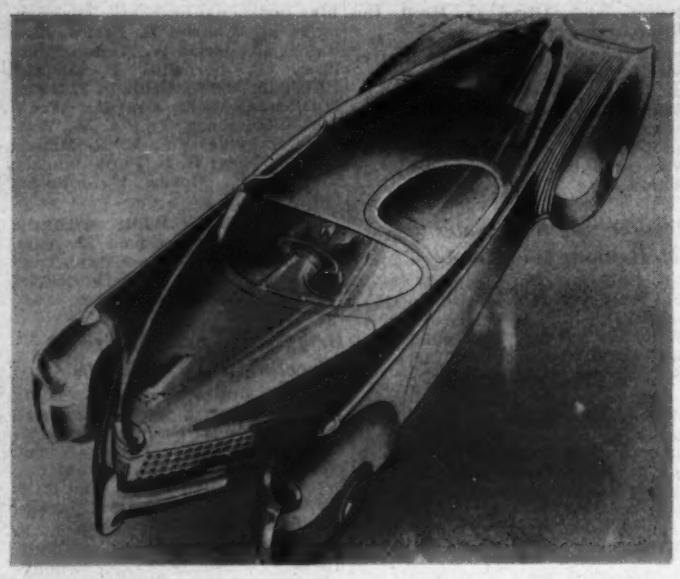
better go along, too!

Advertising forms close on the 10th of the second month preceding date of issue.

Initial print order, 500,000 copies; circulation guarantee 250,000. Twenty-five cents. For further, full details, address SCIENCE ILLUSTRATED, 330 West Forty-second Street, New York 18, New York. Or phone your nearest McGraw-Hill office.

Science ILLUSTRATED

A New McGraw-Hill Magazine—Science brought home to you



—Acme Photo

HERE IS a new sketch of the Torpedo, designed by Preston Tucker, and scheduled to be manufactured in Chicago at the Dodge airplane engine factory. The streamlined vehicle has a six-cylinder, 150-horsepower engine, which is placed in the rear of the car, and a top speed of 130 miles per hour. Steering wheel will be placed in the conventional, lefthand spot, rather than in center as it is in drawing above.

AIRCRAFT NEWS

Can't Stand The Noise Airline Leader Says

By Charles Evans
Aviation Editor

THE SPECTACLE of an airline executive complaining because an airport was built too close to his shore home will give personal fliers a sardonic laugh. The executive is Paul Brattain, first vice-president, Eastern Airlines, and a veteran of many years and many jobs in aviation. The place was Maryland, and the occasion was a hearing by the State Aeronautics commission of Maryland, Charles E. Buck, state director presiding.

The hearing, unfortunately similar to many that are being held all over the country, was on the question of whether an airport would be welcome to nearby property owners. Several property owners appeared and said it would not be welcome, and among them was Brattain.

"I searched all over Annapolis for a period of about five years," he said, "and selected this site because it lies away from any airport site and I thought I would be safe in that being a residential property, it would be free from that direction.

"The Lee Airport was established, that is right, and it was over on the other road. The traffic to that airport is on the Solomon's Rd., I believe you would call it, and I did own property over there, just within walking distance of that field, and I sold out and came over where I now am."

From there, Brattain made it clear that he opposed the location of the airport near his home.

His concern about airplanes flying over his roof gives many in the aviation industry a sardonic laugh. Residents of Harlem cannot hear their radio programs while one of Brattain's Eastern Airliners roars over their roofs taking off from LaGuardia airport, it is said.

Residents of Alexandria and Arlington, Va., better off than residents of Harlem, hear their silver and china dancing in their corner cabinets when the same airliners take off from Washington National airport. Undoubtedly there are residents near Miami, Jacksonville, Charleston, Chicago, Knoxville and all other points along Eastern's route who have the same complaint about Eastern's planes.

* * *

Some Move; Some Can't

NOT ALL of them, and especially not any of them living in Harlem, can afford to move out from under Brattain's airliners to the Annapolis countryside. If they were able to move, they too, might complain as he now is complaining. But it would come with much better understanding from them than from a man who makes his living in aviation.

This lack of understanding, sometimes amounting to conflict, between the big airlines and the personal flier finds expression in other places.

Many municipal authorities are most solicitous about providing airport facilities for the airlines. In their enthusiasm to build a great municipal airport, some of them ignore completely the airport needs of private fliers. Recently, the newspapers of Cincinnati quoted a federal official as saying that unless the Queen City came forward with a more comprehensive program for all kinds of landing space needs, it would not be allowed a share of any federal money which Congress soon may appropriate to match local funds. While the official was misquoted, the words accurately reflect known policy on expenditure of federal moneys.

San Francisco has an elaborate plan for a huge air terminal, as fine as the finest anywhere in the country, and its planners have been told that this airport, to cost upwards of $20 million must be supplemented or replaced by others which will provide facilities for all the people.

In effect, the airlines have a stupendous lobby working for them wherever they operate. The aviation press "plays up" their grandiose postwar plans and planes.

* * *

Lines Put 'B' on Cities For Sweet Sums

THIS HAS been going on for 20 years. Any airline officer can hang a Rotary club or a local Chamber of Commerce on the ropes by intimating that his company cannot "serve" the city unless it has an adequate airport.

In effect, airlines dictate to American cities. Thus far, no city has had the nerve to say to the airline, "How about paying for some of this yourself?" Today, they timidly set rates for landings and other services which the airlines must pay, but there is no national agreement on what such charges ought to be.

Ironically, the noise made by roaring airliners and screaming military planes has the greatest effect on those who object to location of an airport near their homes. Actually, the personal airplane, which today consists mostly of the low-powered light plane, doesn't make one-tenth the noise of the standard transport. Would-be airport operators try to explain this to their prospective neighbors.

Sometimes they stage actual demonstrations. They fight against fixed prejudices, however, and frequently they lose.

But no advocate of personal flying would ever guess that one of his opponents in an airport location squabble would be an officer of an airline, a fellow-member of the great aviation fraternity, a man accustomed to airplanes, and supposedly in favor of them.

You get the best results in our Classified Section, inside backcover.

Commercial Car News

A Regular Monthly section for the men who make, sell and service America's 5,000,000 Trucks, Buses and Commercial Vehicles.

Truckin'

Trucker

Hog Rassle

UnZedered

By Jack Weed

WHILE roaming around the Tower reception room at Chicago's Stevens hotel during the Council of Private Truck Operators shindig the other day, I ran into a piece of business for our paper — but inasmuch as I didn't get an okay on the special rate I quoted, I'm going to run the advertisement free. Here it is:

FOR SALE — One slightly used racing car which in its day did cause trouble at Indianapolis and sundry race courses. Reason for selling, owner now in the truck business and is devoting entire time to pushing lorries around. Owner can be reached care of truck department, Studebaker Corp.

In all seriousness, if any one wants to invest the price of a moderate house in a race car that can step out and go, I believe that Harry Hartz, who now is with Studebaker's truck division, might entertain an offer. Harry is just a truck driver today — and in spite of my kidding him about it — really enjoys doing economy runs and "sech" behind the wheel of a truck. He did some of this type of promotion before the war and high-tailed it for a truck berth just as soon as the Japs called quits. Guess the roaring track has lost Hartz for good.

* * *

THE CPTO session was well worth attending. These fleet boys who operate trucks as a part of their business but not as their main source of revenue, seem to have just as many troubles as the "for-hire" boys, and Leon Banigan, I think, did a smart thing in throwing each session open to discussion from the floor after every speech.

Several hot debates came out in the open that way — one that was started by W. H. Ott of Kraft Cheese was the threat to shippers who delivered by truck, in the laws that are being constantly brought up to various state legislatures which make it more and more difficult for the "for hire" truckers to take care of their shipments. Also several of these bills have commodity clauses which endeavored to make it impossible for the maker of a product to haul his own stuff. George Faunce, of the Continental Baking Co., pointed out that in the east many towns and cities were adding peddler taxes to the cost operation of bakers and milk haulers who deliver in several towns and were thus making the cost of giving such service to the public prohibitive.

Arnold Anderson, of the Private Truck Owners Bureau of California, warned the delegates to watch undue truck taxation in their states in the near future since the new highway building program must be financed, and unless the truckers watched their politicians, trucks might be asked to carry more than their just proportion. He asked for a formula for the equitable spread of this highway

(See TRUCKIN', Page 37, Col. 1)

In This Section

Torsion Springs ..... Page 28
Nazi Secrets ..... Page 33
Traffic Code ..... Page 25

Minimum Road Standards Of AASHO Group

Below are given the minimum standard recommendations of the Highway Transport committee of the American Assn. of State Highway Officials. These recommendations are now being submitted for letter-ballot ratification by the association's state members.

WIDTH ..... 96 in.
(With advisory recommendation that existing narrow highways be widened as rapidly as possible to permit increase to 102 in.)

HEIGHT ..... 12½ ft.

LENGTH
Trucks and Buses—Single Vehicle ..... 35 ft.
Buses with 3 Axles ..... 40 ft.
(Provided dual rear axles are "steerable")*
Tractor Semi-Trailer ..... 50 ft.
Other Combinations ..... 60 ft.

AXLE GROSS
Single Axles 18,000 pounds. Any two axles spaced 40 inches or less to be considered as single axle. Any two consecutive axles spaced over 40 inches and up to 96 inches inclusive to be permitted 32,000 pounds for the group.

VEHICLE OR COMBINATION GROSS
No group of axles shall carry a load in pounds in excess of the value given in the attached table corresponding to the distance in feet between the extreme axles of the group, measured longitudinally to the nearest foot.

*What is suggested as "steerable dual rear axles" is not known by manufacturers, since no bus manufacturer is known to have such an axle designed for other than strictly city bus service. Axles of this type are not felt safe design for country highway use.

Fuel Dealers Plan To Up Capacity of Truck Tanks

DETROIT.—Only 16 percent of the tank trucks which dealers will buy in 1946 will be of less than 1,000 gallons capacity, according to a recent study of the hauling needs of this industry by *Fueloil & Heat*, New York city.

Going back six years to 1939, the study of tank truck sizes reveals that 65 percent of the tank trucks in use at that time were under 1,000 gallons capacity.

The same study shows that 14 percent of the trucks in use were of 1,500 gallons capacity or over. In the new purchase intentions, *Fueloil & Heat* finds that 42 percent of the trucks will be of that size and 42 percent will be in the 1,000 to 1,500-gallon class.

Today the average fuel oil hauler uses 3.3 tank trucks, while in 1943 each hauler had 3.6 and in 1941 each had 4.4. This shows that not only should there be quite a large market in replacement of existing equipment during the next year, but there should also be an increase in the number of trucks per dealer, according to the magazine.

The average fuel truck is now traveling 11,618 miles while in 1943 the average truck traveled but 9,634, which interpreted in miles per customer shows that today each truck averages 40 miles travel per customer served while in 1943 the average was 36 miles per customer. Gallons of all fuel oil products handled per truck mile by the dealers in 1945 rose to 30, compared with 27 in 1944.

Miles per truck, for all dealers, averaged 13,086 in 1945, compared with 11,618 in 1944. The larger dealers — those selling over 1 million gallons of oil a year, however, operated their trucks at an average of 15,499 miles during 1945.

The fueloil trade is popularizing "automatic deliveries" based on the use of Degree-Day systems of various types, which indicate automatically, by the accumulated heating load, the condition of each customers' tank. The spread of this system was slowed somewhat during the war, when such methods were not always possible, and the percentage of dealers using it dropped to a low of 36 percent during 1944, but rose to 61 percent,

(See FUEL, Page 32, Col. 1)

Trucks Included In Safety Check For First Time

DETROIT. — Trucks will be checked the same as passenger cars during the International Chiefs of Police safety check campaign which is scheduled to start May 15 this year.

While only those trucks that are apprehended in a law violation will be checked by the police, it is felt that the percentage of trucks in local delivery service that will be caught with faulty brakes, lights, windshield wipers and unsafe tires will be quite high.

Accident experience shows, according to the National Safety Council statistics, that city trucking, especially in the "for-hire" category, has a poorer safety record than inter-city and overland carriers.

Accidents per hundred thousand miles for trucks, 2.32, compare to 1.06 for passenger cars of same reporting fleets. "Run-of-mill" passenger car average would be higher than these selected fleet figures.

Both the American Trucking Assns. and the Council of Private Truck Operators have safety programs working with their members, which have had a definite effect on keeping the inter-city trucks and the vehicles of the large fleet operators in better mechanical condition than the average motor vehicle on the road today. This better than average condition has had its effect also in keeping the fatality record of these vehicles in service at a lower point.

While traffic accidents resulting

(Continued on Page 34, Col. 1)

Ideal Standards Needed For New Super Roads

Industry Fears the Minimum Will Become Maximum, Hampering Truck Development; Greater Axle Limits Seen Needed

DETROIT.—While the Highway Transport committee of the American Assn. of State Highway Officials settled upon a proposed nationwide code of minimum size and weight standards for road construction in their meeting in Oklahoma, it did not make any provision nor recommendation for the proposed 40,000-mile National System of Interstate Highways.

The code the committee recommended does, however, bring the standard of all roads up to date with progress that has been made in both truck design and most hauling needs.

However, it still leaves the country's road system just as badly in the "horse-and-buggy era" as it was before, since it applies to the national system of roads which will connect main shipping points and which are intended to be adequate for the next 20 years.

The danger in the committee's recommendation of the so-called minimum standard or floor, below which no state should go in the future, is in the increasing evidence that the 18,000 pound axle limit and other features may be regarded as ceilings as well.

This is particularly true if the various state politicians, who have been known to favor the proposals of the rails and other interests that oppose truck and automotive transportation, use the remarks of Herbert S. Fairbank, deputy commissioner, Public Roads administration, speaking before the SAE annual meeting, as the basis of their opposing arguments for building the type of roads and bridges that will adequately carry the traffic and vehicles of the future.

Fairbank stated in part:

"They would be highways fitted to accommodate vehicles as wide, as high, and as long as the most liberal of state laws now permit. Highway officials anticipate no future need for greater vehicular dimensions. The strength of bridges as proposed would be sufficient to carry all essential and economically defensible gross and group-axle loads. The one feature in which designers of vehicles are most likely to find disappointment is the proposal for strength of pavements and road foundations. In this respect the committee concurred with the virtually unanimous opinion of highway authorities that there should be no effort now or in the future to provide pavement support for axle loads exceeding 18,000 pounds."

Should this country undertake at this time to build a nationwide system of interstate super-highways (the 1 percent of the roads that carry at least 20 percent of all automotive traffic) to the standards that are recommended

(Continued on Page 27, Col. 1)

—Acme Photo

INSTEAD OF manufacturing cargo planes for Japanese use, this assembly line at Showa Army Air Base in Japan is making U. S. Jeeps fit for winter use. Jap stocks of aluminum, plexiglas, rivets, iron rods and fabric are being fitted to Jeep use.

Vets Cautioned In Rush to Get Into Trucking

MADISON, Wis.—A flood of applications from veterans and others who want to enter the motor trucking business is reported by Wisconsin public service commission.

Heavy increases in the flow of applications for franchises, especially from prospective contract carriers, have been noted since the end of the war. Many of them, according to the commission, come from veterans or persons interested in investing their war bond savings in a business of their own.

A word of caution to such ambitious young men, however, comes from W. F. Whitney, who with two other members considers applications for franchises.

Noting that the business is a hazardous one for the newcomer, that existing services in the state fairly well serve shipper demands, and that the possibilities for financial losses are many for the inexperienced operator, he urged returning soldiers to prepare their plans carefully before entering the motor freight field.

Whitney also pointed out that under the law the applicant for a motor carrier franchise must have more than a desire to get into the trucking business.

The commission is authorized to issue additional permits only upon a showing of public convenience and necessity. Thus the new applicant is required to show that existing transportation facilities in the community are not adequate before he may be permitted to enter the field.

There are in Wisconsin a total of 187 licensed common carriers, of which 179 have intrastate authority. There are in addition 7,447 contract carriers, 1,103 of which are authorized to operate in other states as well as in Wisconsin.

Seasoned with OPA

Texas City in the Soup Over Truck Bids

DALLAS. — Municipal authorities were more sympathetic with dealers and their problems after an experience in the truck selling field.

Dallas Purchasing Agent B. P. Dysart received 36 bids on 13 used city trucks. It had been agreed by city officials that in case more than one bid of ceiling price or higher was received, these bids should be considered ties.

Tie bids were received on every one of the 13 trucks. On some trucks as many as 10 tie bids were received.

Making the situation more difficult, several dealers prior to submitting bids, had gone to OPA to determine ceiling prices. The dealers were quoted wrong figures and their bids were several dollars lower than the ceiling. These dealers claim their bids would be considered as ceiling price bids, since the error was made by OPA.

Convinced that the tangled situation cannot be solved, city officials are now considering drawing names out of a hat.

Carrier Freight Volume Continues To Decline

WASHINGTON.—Freight volume transported by motor carriers in December decreased 9.7 percent below November and 12.2 percent below December of last year, American Trucking Assns. reported last week.

Comparable reports received by ATA from 228 carriers in 40 states showed these carriers transported an aggregate of 1,674,945 tons in December, as against 1,855,194 tons in November and 1,906,895 tons in December, 1944.

The ATA index figure, computed on the basis of the average monthly tonnage of the reporting carriers for the three-year period of 1938-1940 as representing 100, was 148.2.

Approximately 81 percent of all tonnage transported in the month was hauled by carriers of general freight. The volume in this category decreased 12.3 percent below November and was 12.4 percent below December, 1944.

Transportation of petroleum products, accounting for about 14 percent of the total tonnage reported, showed an increase of 9.8 percent over November and a drop of 13 percent below December, 1944.

Boost in Limits On Truck Weight Proposed in Va.

RICHMOND, Va.—More liberal truck weight limits would be provided in Virginia under a bill introduced in the Virginia legislature by Delegate William H. Irvine of Campbell, chairman of the House Roads committee.

The proposed legislation would increase the gross load limit of freight-carrying trucks from 40,000 pounds to 50,000 pounds on specified primary roads.

The limit would apply to trucks having four axles and eight wheels. It would boost the limits from 35,000 to 40,000 pounds on three-axled trucks.

Truck, Bus Permit Bill Vetoed in Georgia

Gov. Ellis Arnall, Atlanta, has vetoed a measure which he contends would eliminate competitive free enterprise in Georgia's bus and truck business. The measure would have prevented the State Public Service commission from granting a bus or truck company a certificate to serve a route now served by another company until the present certificate holder had been given an opportunity to give ample service.

Arnall asserted that in his opinion the bill "fosters monopoly, restricts competition and freezes the motor carrier business over presently served routes to present operators." He said the principle of the bill "runs counter to the legal theory of Georgia's case in the United States Supreme court attacking the freight rate conspiracy."

Crawford Dudley, former office manager of Jones Auto Co. (Buick), Americus, Ga., has returned from service to his former position.

Parts Disposal Plan

Proposal for Trade Group Supervision Made By Raines in Letter to Sen. Byrd

RICHMOND, Va.—A move to untangle the mess of red tape and inefficiency that is blocking the movement of an advertised $300 million in new surplus automotive parts, urgently needed by the nation's motorists, was made here last week by John E. Raine, general manager, Automotive Trade Assn. of Virginia.

Raine's plan, submitted to Sen. Harry Byrd, would place the disposal of the surplus parts under the supervision of a civilian committee composed of NADA, MEWA, NSPA, or some other group.

He points out that such a plan would convert the surplus parts into cash for the benefit of the government, as well as averting disaster to dealers and aiding in the prevention of a transportation breakdown.

Lack of parts means that many dealers and independent repair shops will be forced to close. He calls attention to the fact that the steel and automotive stoppages merely aggravated a condition that has been serious for the past two years.

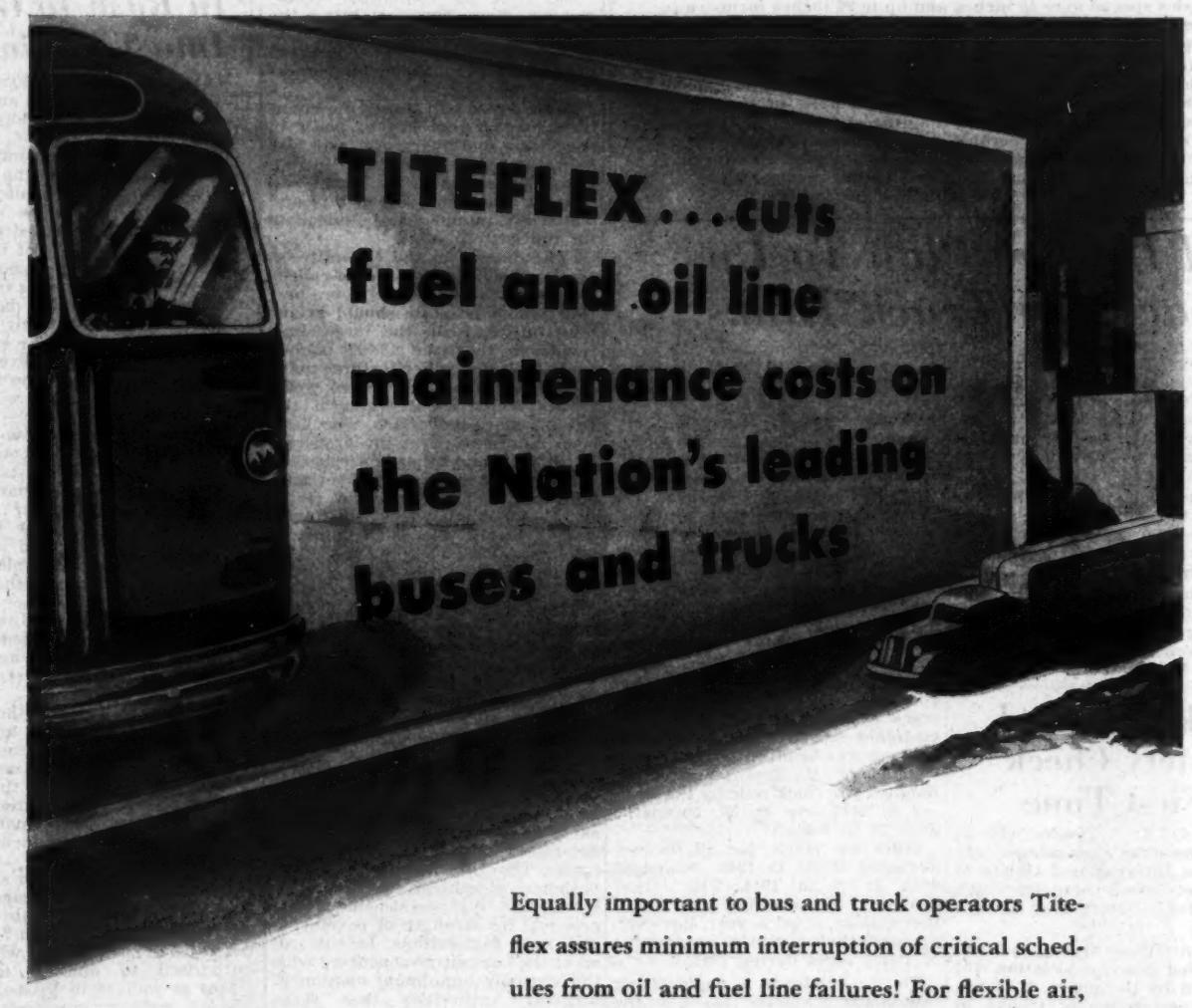
During the past six months, various government agencies have spent millions of dollars advertising and otherwise promoting the sale of surplus parts. Virginia dealers and those from other states have been unable to obtain these parts, a condition which Raines said he had confirmed in regard to other sections of the nation, at the meeting of NADA directors in Chicago.

His letter to Byrd gives a typical step-by-step example of the communications and telephone calls between a Virginia dealer and the government for a $60,000 order of surplus parts.

The red tape started rolling when the order was placed Oct. 1. After various exchanges between that date and Nov. 20, the dealer was told that his order would be "expedited."

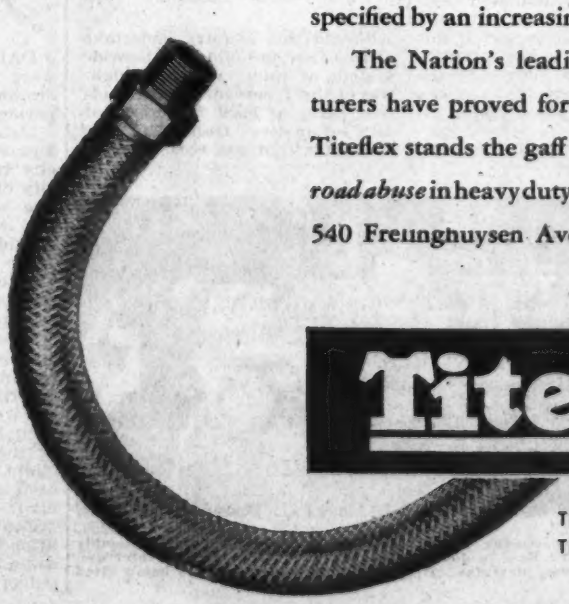
The lull was broken again when word was received that his credit had been "approved." He was rated at $500,000 by Dunn & Bradstreet.

On Dec. 17, he was informed that his order had been forwarded to Detroit. That was the last word received from federal authorities.



Equally important to bus and truck operators Titeflex assures minimum interruption of critical schedules from oil and fuel line failures! For flexible air, water, and hydraulic connections Titeflex is being specified by an increasing number of manufacturers.

The Nation's leading bus and truck manufacturers have proved for a quarter of a century that Titeflex stands the gaff of *vibration, heat, cold,* and *road abuse* in heavy duty transportation. Titeflex, Inc., 540 Freunghuysen Avenue, Newark, New Jersey.



Titeflex

THE ALL-METAL FLEXIBLE TUBING THAT STAYS TIGHT

Truck Demand Exceeds Supply, WAC Claims

CHICAGO. — Figures showing how far demand by discharged GIs for surplus trucks is running ahead of supply were released last week at the War Assets Corp. surplus property office here.

Officials said the demand-supply situation explains why so many vets attending sales have been disappointed in the matter of purchases.

W. B. Rayburn, chief of the regional automotive section, pointed out that almost 47,000 war veterans in the area have been given certificates authorizing them to buy a surplus car or truck. He added that in the past three months the regional office has had only 1,240 vehicles available for the sales, with no hope of an early increase.

Declaring that "we cannot tell how many vehicles we will have to sell until the services inform us how many they will declare surplus," Rayburn said further that "the services cannot predict their own surpluses until Congress decides what their peacetime needs will be."

Rayburn answered charges against too high prices for surplus vehicles by saying that all vehicles must be offered first at ceiling prices set by OPA. He continued:

"The fixed price for vehicles is based on year of manufacture, type and size, less the cost of any missing parts. Unfortunately, the fixed prices do not take into consideration the condition of the parts.

"We don't have, and won't have for a long time, anywhere near the number of vehicles the veterans expect us to have."

Vehicles not bought at the fixed price are reoffered at single bid sales to veterans and dealers alike, Rayburn said.

Atlanta Truckers Sign 2-Year Pact

ATLANTA.—Strikes which have disrupted the truck transportation for prolonged periods here during recent years will be averted for at least two years under the terms of a contract signed last week by Truck Drivers and Helpers Local Union 728 and the Truck Operators Negotiating Committee of Atlanta.

Addition for Brost

A new two-story addition to its present property at 1291 Main St. is being planned by Brost Motors Inc., of Buffalo. It will cost around $90,000 and will increase floor space at least one-third.

Stress Safety Education . . .

Highway Groups Urge Uniform Traffic Code

NEW YORK.—Use of the uniform vehicle code as the basic structure of state traffic regulations was recommended in a resolution adopted at a conference here last week of the New York Joint Legislative Committee on Interstate Cooperation and the Council of State Governments.

Also adopted were resolutions recommending favorable consideration of model safety education; specific designation of responsibility for coordinating accident prevention effort, and adoption of a property damage law with $25 as the minimum requiring a report.

Importance of the highway safety conference called by President Truman was among the matters stressed at the meeting, which was attended by representatives from Maine, New Hampshire, Rhode Island, Vermont, Connecticut, Massachusetts, New York, Pennsylvania, New Jersey, Maryland, Delaware, Michigan, Ohio, West Virginia and Virginia.

Pointing out that the upswing in traffic fatalities since last August had prompted President Truman to call for a conference in Washington, May 8-10, Baird Snyder III, assistant administrator of the Federal Works Agency, said:

"When these fatality figures came to the attention of President Truman he vigorously asserted that the nation could no longer tolerate that drain upon its manpower and material resources and announced that he would call a safety conference to meet before the beginning of the tourist season.

"Illustrating the fact that President Truman is not a recent convert to the cause of traffic safety, I recall that on three occasions as a member of the Senate he introduced legislation to bring about at least minimum standards in the licensing of drivers of motor vehicles. He had learned that some states permitted anybody to drive, including the lame, the halt and the blind."

Snyder noted that state highway departments, in cooperation with the Federal Public Roads administration, are making a study with a view to standardization in the form, character and location of warning, directional and marking signs and traffic signals.

"Under authority of the Federal Aid Highway act of 1944 the states are embarking upon a highway program that will cost $3 billion over the next three years," he continued. "This will enable us, by higher engineering standards, to build greater safety into our highways.

"I think it is clear that there must be unremitting pressure for safety in every community in the country and at every street and highway intersection. If experience teaches us anything, it is that a spasmodic safety crusade now and then will not bring results."

A number of proposed steps to improve traffic safety were suggested by William M. Greene, director of the Connecticut Highway Safety commission. Among them were "effective court action to impress violators to observe traffic regulations" and suspension action by licensing authorities so that "grounded" operators would have time "for reflection, time to appreciate what it means to drive."

Adoption of a universal color of yellow and orange for school buses as a safety measure was urged by Maurice E. Osborne, chief of field services, New York State Education department.

Deputy Commissioner W. S. Fairbanks of the Public Roads administration described the development of the nation's highway system since 1916, pointing out that present plans included reconstruction of thoroughfares in urban sections to relieve congestion.

Hubert R. Gallagher, associate director of the Council of State Governments, warned that the "states may have to enter the material and equipment manufacturing business in order to keep prices within the limit of highway building."

"State officials," he said, "have been alarmed at reports that bids for new building construction have been anywhere from 60 to 100 percent higher than estimates and prewar costs. Many states already have cancelled projects because bids far exceeded estimates."

Gallagher estimated that "skyrocketing" prices would restrict postwar highway development to the purchasing of about one-third or one-half of what is outlined in present plans. Private contractors, he said, were without recourse because of economic uncertainties.

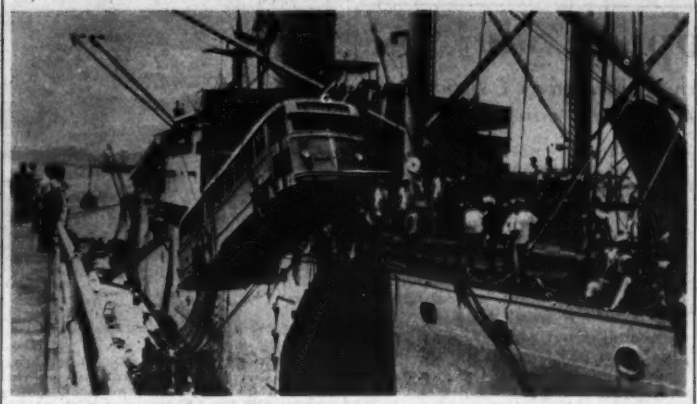
In analyzing highway expenditures, Gallagher said that large cities spend less of the tax dollar on street improvements than any other group. "Maybe they should put more money in city street improvements rather than in airports," he declared. "The benefits would reach a far greater proportion of the population. The cities reputedly have $500 million available for airport construction. Why shouldn't a part of this money be used on local streets and express highways?"

Opposition to the placing of an arbitrary limit on highway speeds was expressed by New York Public Works Superintendent Charles H. H. Sells, who said that other methods of transportation are being accelerated and the same principle should be applied to motor units.

"The 35-mile speed limit cannot remain," said R. C. Georger, director of the New York State Traffic commission, who was chairman of the regional committee on traffic regulations and control. "The committee feels that first attention should be given to statutes regulating speed and there is no good reason why the speed limit should not be the same in all states in the region. In every state there are locations where the maximum speed permitted by law is too high under specified conditions. The way both to correct this and to permit the motorists to generally travel at adequate speeds is by means of zoning."

Uniform traffic regulation action by the states was urged by Assemblyman Harold C. Ostertag, chairman of the State Joint Legislative committee on Interstate Cooperation. "State borderlines mean little today," he said, "because we have common problems and we must solve them together."

The conference offered to aid in the settlement of any traffic problems that might arise from the proposed establishment of United Nations Organization headquarters in Fairfield County, Conn., and Westchester County, N. Y.



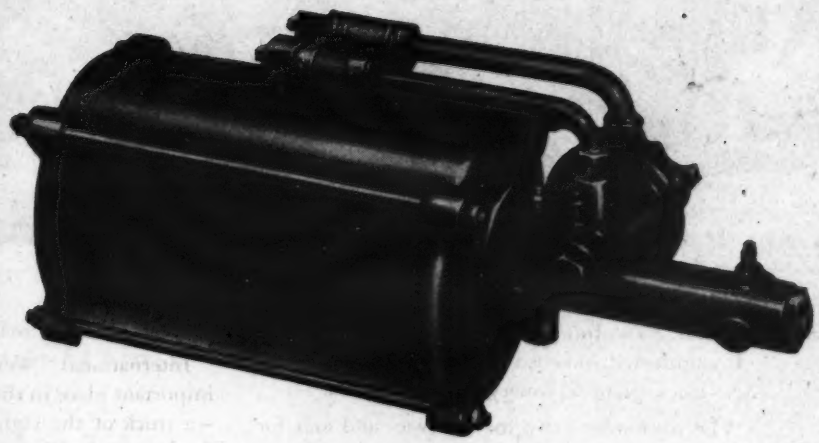
ONE OF THE MODERN White Super Power coaches being unloaded by winch and derrick from the ship to the dock for service in the San Juan area of Porto Rico. White is filling an order for 52 of these units to go to Porto Rico Transportation Authority.

12 Trucks Damaged

NASHVILLE, Tenn. — Fire swept through the warehouse of International Harvester Co. here. A dozen new trucks were damaged.

HYDROVAC

1ST IN POWER BRAKING



Hydrovac* leadership in the field of power braking is based on the firm foundation of performance.

More than a million units and billions of miles of service under extremes of operating conditions have emphasized that Hydrovac is by far the most advanced and efficient power-braking unit on the market.

Hydrovac is easily connected into any vehicle's hydraulic brake system and needs no adjustment at installation or in service.

By adding the latent vacuum power of the engine manifold to the hydraulic system, Hydrovac assures smooth, positive stopping with minimum effort for the driver.

For complete information on Hydrovac—the most advanced and best proved power-braking unit, see your Bendix B-K* dealer or write direct:

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Tenn. Adopts Code

8 Statements of Policy of Highway Users Sponsored by Transport Group

WASHINGTON.—The Tennessee Motor Transport Assn. last week adopted as its own general policies the eight statements of policy developed by the National Highway Users Conference and approved by its board.

These principles deal with highways, highway safety, federal-aid, taxation, diversion, reciprocity, regulation and sizes and weights of motor vehicles.

The Tennessee group adopted most of the statements verbatim but minor revisions were made in some cases to make them specifically applicable to the state. Summaries of these policies follow:

1. The nation must have roads adequate for traffic needs and they must be free from tolls and laws and regulations not in the public interest. These roads must be soundly planned and their cost kept within the range of economical operation.

2. Highway safety is of paramount concern to the public. Highways should embody every necessary, practical safety aid. Highway safety should be promoted through sound enforcement policies and educational programs for drivers and pedestrians.

3. Federal aid for highways is a well defined responsibility of the federal government and should be continued in accordance with established practices that have given this country a fine system of interstate highways.

4. Motor vehicle use taxes constitute the principal sources of revenue that have given America the finest system of highways in the world. These taxes should be limited to two forms, (a) a registration fee, and (b) a motor fuel tax. They should be reasonable in amount and incidence and should be levied only by the states.

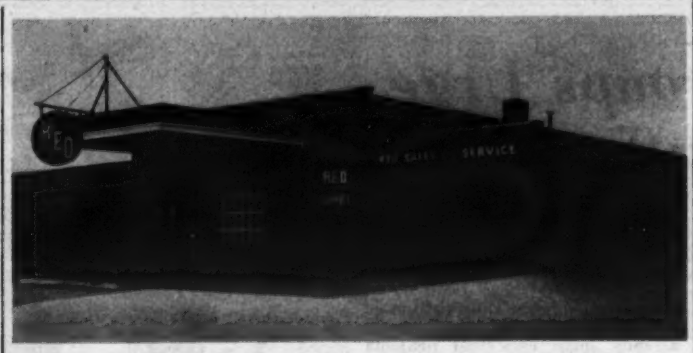
5. All revenue derived from motor vehicle use taxes should be spent solely for highway purposes. They should not be unwisely dispersed through local units of government and should be protected for highway use by amendments to state constitutions.

6. All states should have authority to enter into reciprocal agreements with other states so that a motor vehicle properly licensed in and complying with the laws of the state in which it is domiciled should be permitted to travel in all states without imposition of additional fees.

7. Regulation of motor vehicle operation should be held to a minimum to assure public safety. Such regulations should be in the public interest and not for the benefit of competing forms of transportation.

8. Motor vehicle size and weight regulations should be based upon sound engineering facts and should conform with safe and economic use of and preservation of highways and bridges. They, also, should be in the public interest and not for the benefit of competing forms of transportation.

All state highway users conferences and constituent groups are requested to consider these policies for adoption.



A NEW FACTORY-OWNED Reo branch in New Haven for complete on-the-ground service to truck and bus operators throughout Connecticut and the New England district was announced last week by Don C. Streeter, general sales manager of Reo. Latest and best service tools and equipment are being supplied. New Haven's parts stock is being expanded with a view to providing 24-hour service, according to T. W. Paul, New England regional manager. Manager of the New Haven branch is Randall W. Richards jr.

Prolonged Life Is Foreseen for Truck Tires

AKRON.—The truck tire of the future, born of wartime experience of tire manufacturers, will be a tire with a "dual personality," according to William O'Neil, president of General Tire & Rubber Co.

Before the war, O'Neil explained, a truck tire usually was discarded when the tread wore out. There was some recapping but the vast majority of truck operators used their tires until the tread was gone and then replaced them.

"The tire of the future will be a double tire," he said. "One part will be the carcass; the other the tread. Today we are building a carcass as an investment for the truck owner. It will take two or three or even more treads before it must be thrown away. The other part will be the operating part, or the tread."

O'Neil said 90 percent of the people of America do not throw their old shoes away when the soles wear out. They have the shoes resoled at least once and in many cases several times. It will be the same with the tires of the future.

Goodyear Offers New Farm Tire

AKRON.—New wide base farm tractor tires that will give improved traction and approximately 40 percent longer tread life than conventional tractor tires will be in production in eight sizes by the end of this week, according to C. L. Metzger, manager of farm tire sales for Goodyear Tire.

Longer tread life is made possible through the use of a new and improved tread compound. The wide base tires are bigger and will give improved performance in every way, Metzger said.

Daves Joins Barco

Joel T. Daves has been named general manager of Barco Motors, Inc. (Ford), West Palm Beach, Fla., **G. C. Barco**, president of the firm, announced last week. Barco Motors has been Ford dealer in that area for the past 33 years.

THESE NEW International Trucks are custom-engineered and custom-built at International's new truck plant at Emeryville, California.

The six models—two for highway and four for off-highway operation—range from 30,000 to 90,000 pounds G. V. W. rating. They offer gasoline or diesel engines, and choice of six transmissions and four auxiliary transmissions.

They provide excellent accessibility for service. Drivers like the roomy, 3-man, fully-insulated and ventilated cab, with all controls within easy reach and all instruments easy to see.

Into each go these:

International's outstanding engineering and research; International's intimate contact with metallurgical developments; International's more than 40 years of truck manufacturing experience.

International "West Coast" Models take their important place in the *complete* International Line—a truck of the right size and carrying capacity for every job. They are worthy to share International's unmatched record—more heavy-duty Internationals purchased for civilian use in the last 15 years than any other make.

And back of these big haulers is America's outstanding truck service—supplied by International Truck Dealers and the nation's largest company-owned truck-service organization—International Branches.

Motor Truck Division
INTERNATIONAL HARVESTER COMPANY
180 North Michigan Avenue Chicago 1, Illinois

LISTEN TO "HARVEST OF STARS" EVERY SUNDAY! NBC NETWORK

INTERNATIONAL Trucks

A 7-COURSE BANQUET every morning

What a feast we serve the Buffalo market every morning!

And, now, to top it off, we've added the world-famous **Reuters Foreign News Service**—with 2000 correspondents and a 100-year career of news scoops

With AP—UP—INS*—Chicago Tribune*—New York Times*—Reuters*—and brilliant local coverage

the Courier-Express Delivers the Goods!

*AND these are exclusive!

Buffalo Courier-Express

BUFFALO'S ONLY MORNING & SUNDAY NEWSPAPER

Greater Axle Limits Required . . .

Ideal Standards Needed For New Super Roads

(Continued from Page 23)

in this proposed single set of standards, it is very probable that before these roads were half completed they would be obsolete for the traffic they are designed to carry.

According to Robert Cass, assistant to the president of White Motor Co., speaking before the Council of Private Truck Operators in Chicago recently, not only is the trend in "for-hire" common and contract intercity carriers for larger vehicles ,but for greater mean speeds.

The Public Road administration itself has gone on record as proposing 60 mph minimum speeds on the new super-highways in flat country, with safe speeds of heavy vehicles being viewed as upwards of 70 mph. Trucks will be built to operate at those speeds in the near future.

Creation of this 40,000 mile National System of Interstate Highways was authorized by Congress in the Postwar Federal-Aid Highway act of 1944, and work on some sections of the system may begin this year. Part of the system will be new construction and part will be reconstruction of existing roads. In densely populated areas, these new traffic facilities will be multiple lane super-highways, but by far the greater mileage will be two-lane or four-lane divided highways, laid out to permit expansion to superhighways as traffic demands increase.

The cost of building these roads will fall on the taxpayers ultimately, whether the initial construction costs are first paid through federal grant or with the aid of federal funds. Therefore, it is of interest to every taxpayer, and especially to automotive dealers, to make certain that these super-highway roads are built to a standard that is not only higher than the mean standard laid down for state, county and township roads, but that they do come as near as engineers can now foresee to meeting the demands that advanced design of trucks and equipment may make necessary for adequate use in the public interest and, conversely, the engineers of the industry are not limited in their progress toward lower cost, safe truck and bus haulage by another set of "horse-and-buggy day" roads and bridges.

A recent editorial in the *Engineering News-Record* should be a warning to every dealer in automotive vehicles and a guide in his approach to his vigilance in the setting of road construction standards in his state — at least until the national body as represented by the Public Roads administration eliminates its fear of petty state politicians to the extent that they go boldly ahead with an adequate set of construction standards for the 1 percent superhighways at least.

The *Engineering News - Record* editorial said in part:

"This system is expected to provide modern highways between all major centers of population, and to be adequate for the next 20 years. Consequently, the standards to which it is built need to be of a high order. This fact was recognized by the National Inter-regional Highway committee appointed in 1941 by the late President Roosevelt, but in undertaking to find standards for such a system that would be acceptable nationally the committee appears to have scaled down its final recommendations from standards that it would have set had it been recommending design standards for superhighways to serve only densely populated regions.

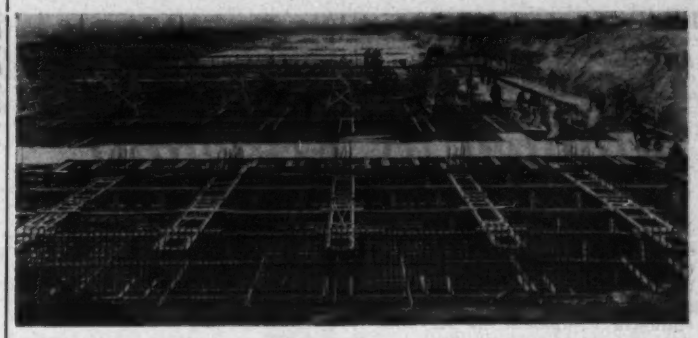
"And last year, when the AASHO came to select the minimum standards that actually are to be used for the interstate system as now approved, its committees found that still further scaling down or qualification of the inter-regional committee's standards was necessary to obtain nationwide acceptance.

"The net result is that the minimum standards set for the system that is expected to provide adequate intercity and interstate highways for at least the next 20 years are little different from those applied to the better highways of the immediate prewar years. Conceivably, there may be nothing wrong with such a condition; the prewar standards may have been so close to the ideal as to call for no major changes.

"But we doubt that many highway engineers would support such a view. Higher standards appear to be indicated for those parts of the new system that will carry large volumes of traffic right from the start; yet the state highway departments now have no clear guide as to what those standards should be. Any department that believes that all or part of the interstate system within its borders should be built to standards higher than the prescribed minimums has to adopt its own standards. Hence the need for a second set of standards, which might be called the ideal standards for the interstate system. The desirability of having these standards set high appears obvious.

"Promulgation of such standards by the Public Roads administration or the American Assn. of State Highway Officials would, we believe, do more to produce uniformity than will the present plan for setting only minimum standards, because the states in which the need for superhighways is most urgent would in all probability immediately adopt the higher stand-

(Continued on Page 32, Col. 1)



CONSTRUCTION of the world's largest press pit is underway at the new stamping plant of the Fisher Body division of General Motors at Hamilton, O. The pit will be 800 feet long, 160 feet wide and 20 feet deep to accommodate more than 100 presses, some of them weighing up to one million pounds each and capable of stamping out a turret top at a single blow. Workmen are shown pouring the 36-inch concrete floor slab. In the construction work, 150 freight car loads of cement and 1,000 car loads of sand and gravel are being used.

NEW
HOPE
All Metal
Parts Bin
for Automotive Dealers

Patented, Adjustable Separators — no bolts, screws, clips, etc., to bother with.

Immediate Delivery

Hope Metal Products, Inc.
1568 Rockwell Ave., Cleveland, Ohio

A COMPANY IS KNOWN BY THE CUSTOMERS IT KEEPS!

WATSON BROTHERS—390 Trailers—in 18 years—100% Fruehauf.

MIDDLE ATLANTIC TRANSPORTATION CO.
This big fleet is 100% Fruehauf.

HERE are just a few typical examples of the hundreds of motor transport operators who have built their fleets with Fruehauf Trailers. It's significant that companies like these . . . the professional haulers who depend upon their rolling equipment for their entire earnings . . . use more Fruehaufs than any other make. In fact, the majority have used Fruehauf Trailers from the start!

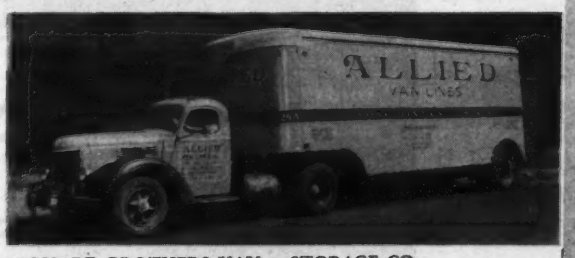
This nation-wide acceptance is your key to easier sales. And remember, too, that no Trailer selling experience on your part is necessary to sell a Fruehauf. Expert Trailer transportation engineers in Fruehauf Branches across the nation will gladly help you serve your customer better.

World's Largest Builders of Truck-Trailers
FRUEHAUF TRAILER COMPANY • DETROIT 32
8 Factories—60 Factory Service Branches

GEO. F. ALGER CO.—Fruehaufs from the start—240 Trailers—10 new Tandem Vans just delivered.

ALL STATES FREIGHT, INC.—Operating more than 150 Trailers—100% Fruehauf for 16 years.

PACIFIC INTERMOUNTAIN EXPRESS—149 Fruehaufs in operation—75 more on order.



LEONARD BROTHERS VAN & STORAGE CO.
—100% Fruehauf for more than 20 years.

FRUEHAUF TRAILERS

SELL FRUEHAUF
The Trailer That Stays Sold!
ENGINEERED TRANSPORTATION

For All Tandem-Axle Units . . .

Torsion Bar Springs Adopted by Fruehauf

DETROIT.—Departing from traditional methods of spring suspension for heavy-duty vehicles, Fruehauf Trailer Co., here, announces the adoption of its system of "gravity torsion bar suspension" as standard equipment on its entire line of tandem-axle trailers.

The company claims that although the basic principle of gravity suspension has been available for some time, its application to the Fruehauf line took considerable effort in engineering design, experimentation and road testing before the sweeping change could be adopted and readied for production.

A number of the trailers have been in operation almost two years, under constant control, and more recently a larger number of vehicles were placed in operation in various regions before the design was finally approved for introduction to fleet owners.

The gravity suspension tandem operates on the basic principle of leverage. Spring action is achieved through the twisting action of torsion bar arms acting upon longitudinal torsion bar springs fixed in shackles at one end and terminating in gear boxes forward of the front axle. The torsion bar is a spring in the most modern sense of the word. The torsion bar arm is the lever which twists the torsion bar spring. The spring yields in proportion to the load applied.

As the load increases, the twisting force applied by the torsion bar lever increases, resulting in greater resistance on the part of the spring, it is claimed. However, increasing loads shorten the leverage of the arm so that regardless of the load applied, either from payload or road shock, it is impossible to "bottom" or reach the limit of spring action.

The two gear boxes each contain a pair of one-to-one load equalizing gears. They function as a torque divided so as to load each torsion bar equally regardless of the movement of wheels on each side with respect to each other. Thus if one wheel deflects while the other is level, part of the torque on the one torsion bar will be transferred to the mating torsion bar so as to equalize the loading upon them.

The new tandem has a net payload capacity of 33,000 pounds, with no appreciable difference in weight between the new models and comparable units with standard suspensions.

Some of the many advantages claimed of the new design over conventional springing are as follows:

1. Greatly increased tire life.
2. Improved level ride for the vehicle and load.
3. Marked reduction in maintenance costs.
4. Greater load stability.
5. Greater safety due to reduction of roll-over hazard.
6. Easier handling.

With gravity suspension, the axles have freedom of movement completely independent of the frame and body. The entire load is suspended on the shackles permitting the cushioning of road shock both in the lateral and vertical directions. The gravity suspension tandem has the ability to "lean-in" on turns, counteracting the normal action of centrifugal force which tends to tip vehicles with conventional type springs off the road. The new suspension aligns the wheels, axles and body parallel to the grade on banked curves. Since the load carrying portion of the vehicle is suspended by gravity, it is self-leveling on the straightaway.

Fruehauf says this freedom or lateral float of the tandem axles permits automatic steering or trailing of the axles on turns of 240 foot radius or greater, which practically eliminates tire scuffing on all forward travel and greatly reduces the pulling effort required on curves as well as on the straightaway.

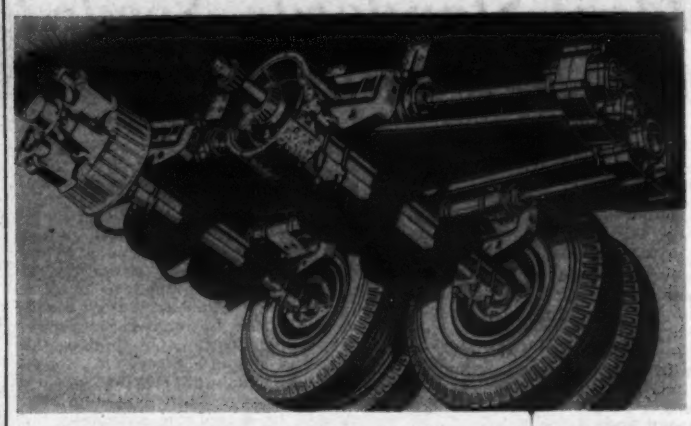
Torsion bar mounting has been so designed as to make it a matter of minutes for a complete replacement or for resetting to meet some special operating conditions, it was reported. By removing the outer cover, it is possible to slide out the torsion bar without difficulty. Similarly, the spring length on either side of the trailer can be adjusted independently to accommodate eccentric load conditions or for continuous operation on highly crowned roads.

The company added that except for the replacement of a torsion bar or a resetting to meet special operating conditions, it is unlikely that service adjustments need to be made during the life of the vehicle. However, if a torsion bar happens to take on a permanent set for one reason or another, a simple adjustment will bring it back to proper alignment, by compensating for the change in position.

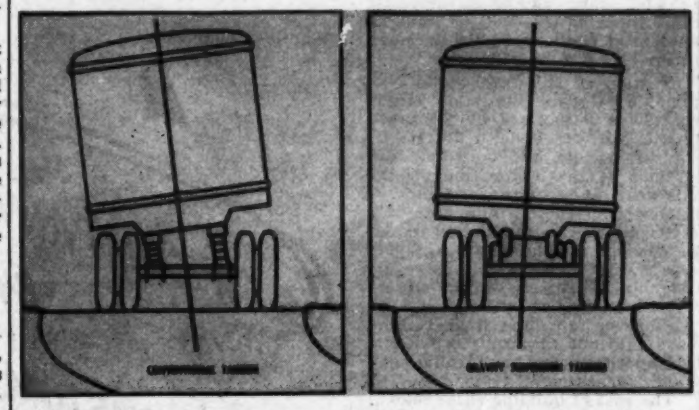
Relay Incorporates

Charter has been granted to Relay, Inc., Winchester, Va., to buy, sell, rent, store and operate trucks and all forms of automotive equipment. A. J. Novick of Winchester is president of the firm, Harry K. Benham, attorney.

New Suspension Tandem . . .



CUTAWAY VIEW of new Fruehauf Gravity Suspension Tandem. Suspension consists of longitudinal torsion bar springs, fixed in shackles at one end and terminating in gear boxes forward of the front axle. Axes of the shackles and torsion bar springs are inclined toward the center of the chassis, imparting self-steering ability to rear wheels. Torsion bar springs are of alloy spring steel, 100 percent magna-fluxed to eliminate any possible flaws. Bearings are self-lubricated and sealed for life.



FRUEHAUF'S NEW Gravity Suspension Tandem has the ability to "lean-in" on turns. In so doing, it counteracts the normal action of centrifugal force which tends to tip vehicles off the road. Driver strain and destructive load shifting are virtually eliminated, it is claimed.

WILLIAM W. AKERS jr., president, Akers Motor Lines, Inc., Gastonia, N. C., inspects an animated display of Fruehauf Trailer's new gravity suspension tandem at the American Trucking Assns. convention in Cincinnati. The new design, which features torsion spring suspension with independent action of tandem axles, is said to provide maximum spring cushioning, greater stability on curves and longer tire life.

U. S. Sponsors Inspection of Pan-Am. Road

WASHINGTON.—Maj. Gen. Philip Fleming, federal works administrator, Public Roads Commissioner Thomas H. MacDonald, members of the House Roads committee and representatives of the Army Corps of Engineers, the American Assn. of State Highway Officials, the American Road Builders Assn. and the Automotive Safety Foundation last week began a two-week inspection tour of the Inter-American highway.

The party has sailed from New Orleans for Panama where the inspection tour started.

Edwin W. James, chief of the Inter-American regional office of the Public Roads administration, who is in charge of arrangements for the tour, said its purpose is to enable members of the House Roads committee and representatives of government agencies and organizations interested in highway construction to familiarize themselves with details of the work that has been done on the highway.

ORCO
AUTOMOTIVE MATERIALS
RUBBER AND SYNTHETIC RUBBER
Molded (hard or soft) and Extruded Parts
RUBBER-TO-METAL ADHESION PARTS
Detroit Office
C. J. EDWARDS • VICE PRESIDENT
2210 FISHER BLDG.
THE OHIO RUBBER COMPANY · WILLOUGHBY, OHIO

No Relief for 90 Days . . .

Worst Parts Shortage Cripples Dealer Shops

(Continued from Page 1)

clutches, rear - ends, transmissions, bearings, motors and other material needed to keep these vehicles running.

One large automobile and truck dealer said: "The parts business is 25 percent normal. We have had to keep a crew of men in the field to buy parts, and I mean they've been scouting the entire Pacific Coast area trying to pick up needed equipment.

"We have canvassed every junk yard on the coast looking for parts that could be salvaged from all makes and year models in order to take care of our customers. So far we have been able to take care of most of them. However, should all strike-bound plants get into production it will be approximately 90 days before we will be able to see daylight again."

Warehouses at the local General Motors plant are filled with greatly needed parts but due to the strike the corporation has been unable to deliver any parts to its distributors or dealers. Parts jobbers have had a field day, but their stocks have dwindled to a low point.

* * *

10% of Cars Inactivated By Waco Parts Crisis

By Randolph Jordan
Staff Correspondent

WACO, Tex.—Dealers and jobbers estimate 10 percent of cars here are inactivated through parts shortage. Another 20 percent are barely holding together with worn-out gears. Models '35 through '39 are the hardest hit.

Slow and hidden stock is exhausted, while the truck parts situation is described as most serious.

Critical shortage is existing in pistons, connecting rods, gaskets, timing gears, water pumps, end bearings, clutch parts, axles, ring gears, sleeves and all transmission parts. Ford parts are less critical and brake linings are sufficient.

* * *

Worse Than During War, St. Louis Dealers Say

By Sam X. Hurst
Staff Correspondent

ST. LOUIS.—The cessation of the steel strike and the hopes for an early settlement of the General Motors turmoil are the only relief seen by local automobile parts dealers and service departments of distributors.

Dorsam Waldo, of Sidney Weber, Inc., said the situation of most critical parts needed is worse than during the war and includes transmission parts, springs, spring shackles and bushing, clutch discs and covers, clutch release bearings, propellor shafts, gas tanks and motor bearing parts. He said deliveries, long delayed, were arriving very slowly and there was not much difference between parts needed for trucks and pleasure cars. He forecast no relief unless the strikes are ended.

Ray McIntyre, of Thomas Pontiac, Inc., said that the supply of parts is shorter than during the war, due to the strikes, and asserted that parts needed most badly are engine overhaul parts, crankshafts, piston bearings, etc. He said his company has issued a warning to drivers to be careful not to run their cars over 30 miles an hour because of the danger of parts breaking.

R. L. Voergeli, manager of St. Louis Auto Parts Co., found that new batteries were in great demand, with few obtainable, and that engine bearings were among the parts most needed. He said that he has found that parts for passenger cars were needed more than parts for trucks.

* * *

In Hartford, GM Dealers Are Suffering the Most

By John Coughlin
Staff Correspondent

HARTFORD, Conn. — The parts situation is much more critical in Hartford than during the war. General Motors dealers have been hit the hardest by lack of transmissions, clutches, differentials and body parts.

Chrysler parts lines are seriously low, but less than GM. Ford lines are not too bad, but reportedly worse than during the war. Truck companies report very little trouble.

Jobbers here said the situation is critical, particularly in pistons, valves, cylinder heads, bearing inserts and gears. No relief was foreseen unless the strikes end.

* * *

All Atlanta Shops Checked Lacking in Major Parts

By Don Carter
Staff Correspondent

ATLANTA, Ga. — "Tougher than ever" was the way parts jobbers and dealers with service shops summed up the parts shortage in the Atlanta area last week.

FIRE HAZARDS dropped in the Mokena, Ill., community when this 500-gallon pumper, mounted on a Ford 155-inch wheelbase chassis and cab, went into service. The 14,000-pound unit was purchased from Cooper-Hostert, Mokena Ford dealer, with cash contributions from townsfolk and neighboring villagers.

A spot check of nine dealers and jobbers showed all suffering from an acute shortage of certain essential parts, with at least two of the dealers reporting they have to turn away three out of 10 jobs because of the lack of parts.

One firm reported it had automobiles which had been in its service department for 30 days, while a jobber that sells dealers and repairmen within a 100-mile radius of Atlanta said he had "numerous" reports of vehicles throughout the area which were laid up by the shortage.

Most critical items in the Atlanta area are transmission replacements. Of the nine interviewed, eight placed them on their list of shortages, and five rated them as the "most critical item."

There was cheering news from some of the service shops. Victory Motors (Dodge - Plymouth) said it was still able to keep customers' vehicles serviced with no serious layups. Harry Sommers, Inc. (Chrysler - Plymouth), said some jobs were being temporarily delayed, but practically all were being serviced.

* * *

Chicago Dealers Warned As Parts Stocks Ebb

By Mel Adams
Staff Correspondent

CHICAGO.—Dealers here, especially those handling the General Motors and Ford lines, are genuinely worried over shortages in parts. The same situation applies to some parts jobbers, a survey disclosed last week.

Mentioned most frequently in listing the critically short parts are transmissions, bearings, clutch parts and gears.

Every effort, they say, is being made to keep from turning customers away. One prominent dealer, for instance, reported that he has one girl whose main duty each day is to telephone all possible sources of supply in the effort to secure needed parts.

The policy when parts are not

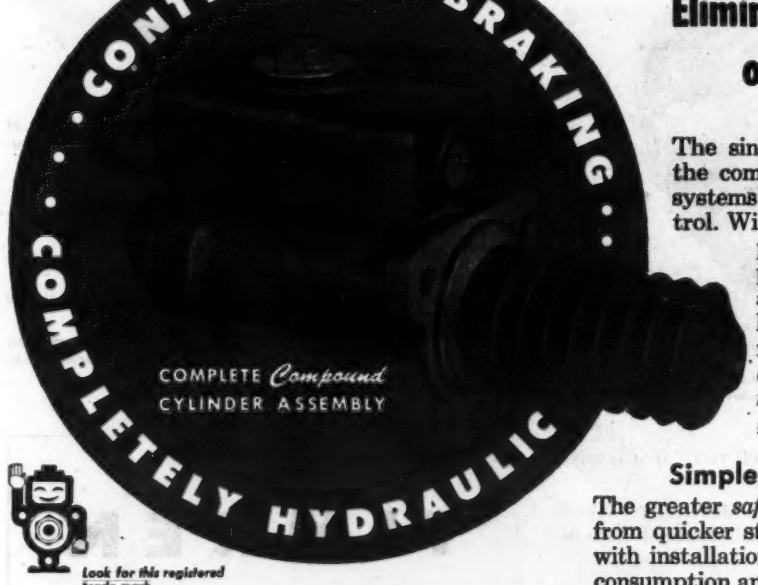
(Continued on Page 33, Col. 3)

Goodby BRAKE LAG—HERE'S POSITIVE CONTROL!

HYCON

Compound CYLINDER

Eliminates Vacuum "Boosters" on Trucks and Busses



Look for this registered trade mark

The single HYCON unit does hydraulically the combined jobs of fluid-vacuum-air brake systems; gives greatly improved braking control. With HYCON, *all* pressures are *hydraulic* pressures. In direct proportion to pedal pressures, they always deliver the exact amount of power to meet load or no-load conditions, whether motor is running or not. The secret of this *controlled braking* is in a *second piston*—hydraulic, *not* atmospheric—contained in the single HYCON *compound* cylinder.

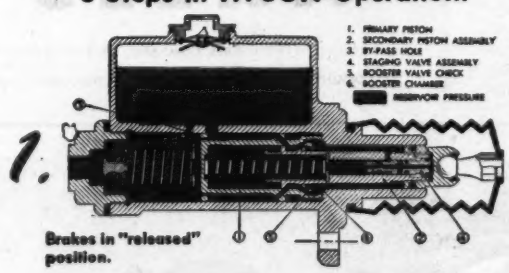
Simpler, Safer, More Economical

The greater *safety factor* in HYCON braking results from quicker stopping; better control. *Savings* begin with installation . . . first cost is less . . . reduced fuel consumption and tire wear . . . no air-vacuum parts to be serviced. The unit occupies no more space on the chassis than the original equipment cylinder; requires no additional tubing, and can be installed within an hour.

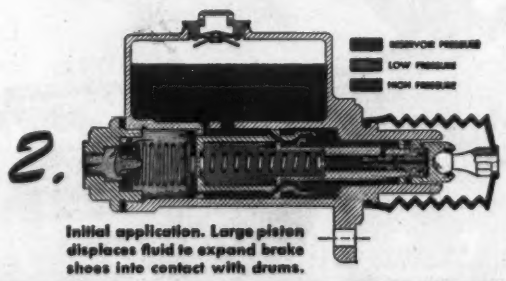
Send for Demonstrator Unit!

HYCON Truck Brakes are now built to replace 1¼" and 1½" Di. original equipment cylinders. Write for free descriptive booklet. *Order a demonstrator unit* from your local power brake distributor, or write direct to The New York Air Brake Company, 420 Lexington Avenue, New York 17, New York.

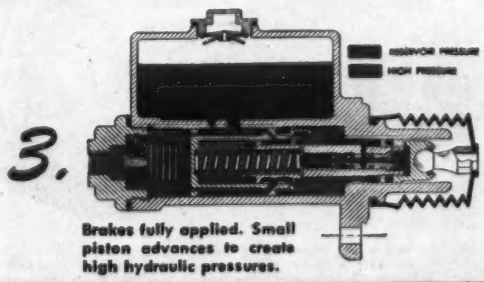
3 Steps in HYCON Operation:



Brakes in "released" position.



Initial application. Large piston displaces fluid to expand brake shoes into contact with drums.



Brakes fully applied. Small piston advances to create high hydraulic pressures.

THE NEW YORK AIR BRAKE COMPANY
420 Lexington Avenue, New York 17, New York

N. J. Fee Boost Would Affect Big Trucks

Gov. Walter E. Edge's proposed plan for increased New Jersey truck registration fees was revised under a bill reintroduced last week in the legislature.

Proposed increases under the new bill would be confined to vehicles weighing 15,001 pounds or more. The original bill, offered for introduction shortly after the 1946 session started and subsequently withdrawn, provided for increases on vehicles weighing a half ton or more.

Maximum registration fee for a commercial vehicle under the present law is $99. Drawn more than a score of years ago, before modern heavy trucks had been developed, it set fees only for trucks weighing up to 30,000 pounds. By regulation, the state has been charging an additional $5 for each 1,000 pounds above 30,000.

If the legislature passes the pending new bill, the new schedule of fees, effective Mar. 1, would yield an estimated additional $1,254,647 in revenue. Approximately 41,433 vehicles would pay increased fees up to a maximum of $280 for vehicles of 40,000 pounds.

—SIB Photoservice (Moscow)

SIMPLICITY IN DESIGN and efficiency in layout is claimed for this proposed new home of Colonial Motors, Inc. (Studebaker), Hartford, Conn. Dimensions of 196 by 250 feet will be devoted 75 percent to sales and service and the remainder to used cars. The building's interior will be free of columns. Carrara structural glass is specified for the front with semi-circular windows around the new car display area. A tower will expand upward in the front of the building on which will be recessed 14-inch metal letters spelling the name of Studebaker.

Stephens Buick Co.

E. A. Stephens, owner of Community Motors (Buick), 730 Carondelet St., New Orleans, has changed the name to Stephens Buick Co., Inc.

Diesel Diary

Saga of Diesel-Powered Vans in Far West Told in Post Article

PHILADELPHIA. — In the postwar scramble for the freight-carrying business of the nation, Diesel-powered vans are the vehicles to watch west of the Rockies, according to Wessel Smitter, in his article "Glamour Boys of the Highway," in the Feb. 23 issue of the *Saturday Evening Post*.

"Air freight may be a thing of the future where the distances are great enough to warrant the time saved in transit," Smitter says, "but the Diesels are rolling and the far west is still the land of the wide-open spaces.

Keeping the Diesels rolling is an elite fraternity of young men who wear $14 shirts, expertly tailored slacks, expensive shoes — and who disdain small gas truck drivers. Their pay runs around $400 a month. Specially-equipped service stations dot the highway freight routes to cater to their requirements.

Members of the Diesel fraternity report road conditions to each other as their trucks pass in the night by signals from a blinker light near the top of their cabs. They pay due heed to traffic laws, too, Smitter says, despite the temptation to jump stop-go lights or to ignore stop signs after shifting through 15 speeds forward to get a 72,000 pound van rolling.

But they have their own method of dealing with law officers they consider unreasonable. Marlo, Smitter's driver, explains it in the *Post* article. Involved were two policemen in a little town in a valley that had an easy grade on both sides.

"We rolled 'em (the trucks) fast down the grade, kicked 'em out when we got to the edge of the town, and went through that burg like a whisper," Marlo told the author. "I don't guess there was a person in that town hardly knew there was a truck on Main St. all night.

There was a cop there — two cops, in fact — and one night . . . they started giving out tickets. It was speeding and coasting — everybody. They had 'em lined up on both sides for a mile . . .

"Well, it got noised around. The next night we went through that town strictly legal. We hit it slow, shifted into low low and went through every gear, gunning the motors.

It was pretty awful. I guess they figured all the trucks in the world were on a rampage, but it was just the regular night's traffic.

"It lasted about a week . . . we heard the cops were transferred. So we started drifting 'em through again . . . Nobody's bothered us since."

WANT TESTED TOUGHNESS?

Specify New TIMKEN S & U-300 2-Speed Double-Reduction Heavy-Duty Axles—Available NOW!

Postwar ADVANCED RELATED DESIGN

NOTE: *Large hypoid gears for first reduction. Choice of "fast" and "slow" helical gears for second reduction.*

- New 2-Speed hypoid-helical double-reduction drive.
- Famous Timken Easy-Power Shift for shifting to "fast" or "slow" axle speed in a split-second — without declutching. Vacuum or air actuated.
- New Torsion-Flow axle shafts forged of Timken "Axaloy" steel.
- New heavy-duty DP Dual-Primary hydraulic brakes, or famous P Series power brakes.
- ew rigid mountings for gears.
- New, stronger differential with 9-16 tooth combination.
- New transfer bar hook-up for P Series power brake-equipped axles. New protected location for brake chambers.
- Double-reduction final drive units and 2-speed double-reduction final drive units are interchangeable in S and U Series axle housings without changing axle shafts.

"It's a helluva good axle," operators will tell you, "if it is anything like the famous S and U-200."

Fact is, the new S and U-300 axles are identical to S and U-200's, except that the 300's are 2-speed double-reduction instead of single-speed double-reduction.

But—most important to you—both S and U-200 and S and U-300 axles are in full production now! They are the only postwar single-speed double-reduction and 2-speed double-reduction heavy-duty axles immediately available!

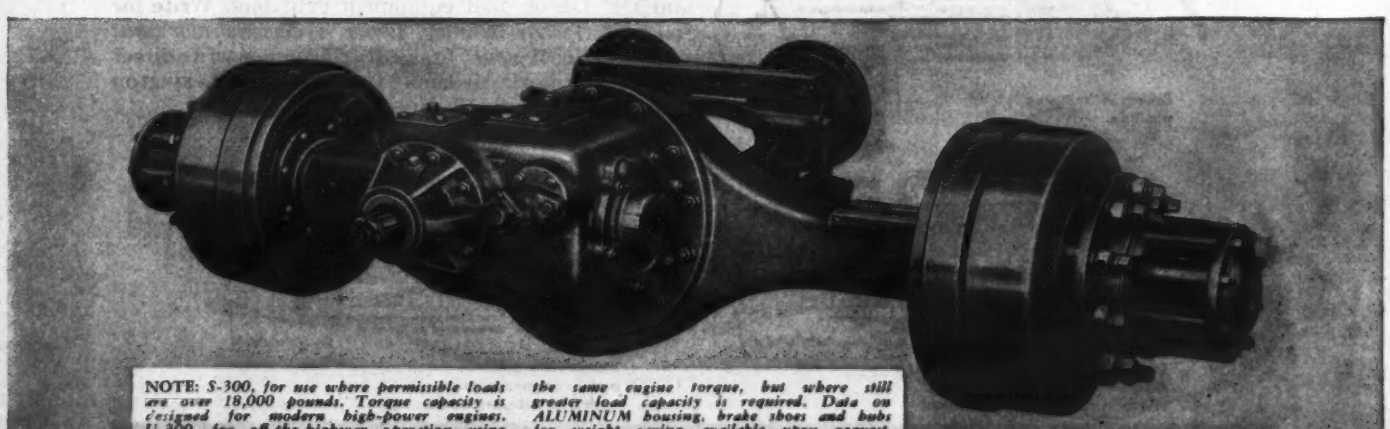
For tested toughness—for all that's latest and best in modern axle design—specify TIMKEN S or U axles under the next trucks you buy.

Accepted D A Co Standard

TIMKEN AXLES

THE TIMKEN-DETROIT AXLE COMPANY, DETROIT 32, MICH.

WISCONSIN AXLE DIVISION • OSHKOSH, WISCONSIN



NOTE: *S-300, for use where permissible loads are over 18,000 pounds. Torque capacity is designed for modern high-power engines. U-300, for off-the-highway operation using the same engine torque, but where still greater load capacity is required. Data on ALUMINUM housing, brake shoes and hubs for weight saving available upon request.*

Truck Leasers Elect Clark President

CHICAGO. — Charles P. Clark, Columbia Terminals, St. Louis, was elected president of National Truck Leasing System, Inc., at the first annual meeting here last week.

Other officers are: John W. Black, Dixie Drive-It-Yourself, Inc., Birmingham, Ala., vice-president; Ray A. Munder, Yellow Rental, Inc., Philadelphia, secretary; Howard Willett jr., Truck Leasing Corp. of America, Chicago, treasurer.

They will serve on the executive committee with three others elected to membership: Fred P. Baker, Baker Truck Rental Co., Denver; J. C. Rennie, California Truck Rental Co., Los Angeles; and O. O. Ellis, Truck Rental Co., Baltimore.

Shortage of new equipment is the gravest problem facing the truck-leasing concerns, in the opinion of the men attending the meeting. However, there was an attitude of confidence that as truck units come off assembly lines, they will be made available promptly to the accounts being serviced by truck-leasing companies.

Headquarters have been established here at 111 W. Jackson Blvd., with Martha Dunlap as executive-secretary in charge.

Aluminum Plant Leased By Kaiser in Spokane

SPOKANE. — Sen. Hugh G. Mitchell announced last week that the War Assets Corp. had accepted the offer of the Kaiser Co. for leasing the government constructed aluminum plant here.

He said the corporation had informed him that the terms for the lease of the Trentwood rolling mill called for an annual rental of $250,000, or 5 percent of the gross sales, which ever was higher, with a down payment of $350,000.

Terms for the reduction plant called for payment of 4 percent of the production cost of the plant the first year, increasing to 8 percent in five years. The latter terms are the same as those on which the government leased Arkansas plant to the Reynolds Metals Co.

CHARLES G. MORGAN jr., of the American Trucking Assns., presents Robert I. Gayley, of the Supplee Wills-Jones Milk Co., Philadelphia, with the Auto-Lite Spark Plug safety award. Looking on is Everett J. Alger, of the George F. Alger Co., Detroit; Joseph Gramme, Silver Fleet Motor Express, Louisville, Ky., also winners, and George Teets, of Electric Auto-Lite. The awards were made at the ATA convention in Cincinnati.

Vanette Keeps Prewar Prices On New Models

DETROIT.—Despite higher material and labor costs, increased load space and improvements in design, the new Vanette package delivery truck will be sold at the same price, model for model, as before the war, according to Howard Perkins, president of Vanette, Inc.

Howard Perkins

"We realize," said Perkins, "that in making this announcement some explanation is needed. It is a matter of record that material and labor costs have gone up. Our ability to offset these increases and to offer a better product at no increase over prewar prices, model for model, is the result of two factors.

"First, the extraordinary demand for the postwar Vanette is so great that we feel justified in investing in the tooling that will make mass production economy possible. Thus, in a period of rising prices, we are able to maintain relatively stable production costs, and, by passing the savings along to the consumer, expand the market for Vanettes.

"The second factor affecting the Vanette price policy is a company decision to restrict production to a limited number of models, one model in each size range. By concentrating on these most popular body styles we not only save production costs but actually increase our output. This is a highly important objective in view of the enormous backlog of orders accumulated since announcement of the new Vanette a few weeks ago."

The complete line of Vanette package delivery trucks is described in an illustrated circular available without cost from Vanette, Inc., 310 Donovan Bldg., Detroit 1, Mich.

Atlanta Truckers Settles Long Row with AFL

ATLANTA, Ga.—A labor dispute that has raged intermittently throughout the war years was settled here this week when the AFL Teamsters union signed a contract with the Lewis and Holmes Motor Freight Lines. The settlement, ending a walkout, affected approximately 30 union employes.

ELKS TALK TO

Elks talk to more people than any other group of 715,000 individuals

THE Elks MAGAZINE

Range of the Rainbow

Trucks Offer Sufficient Standard Colors To Meet Choice of All Sections

DETROIT.—Tastes in colors vary from conservative Back Bay Boston to color-conscious California.

The truck manufacturing industry is using its knowledge of these sectional preferences to speed up production.

By concentrating on standard colors that have high customer appeal and eliminating optional colors, factories are keeping trucks moving to regional markets at an accelerated rate, yet giving buyers what they want in color schemes.

It may be the weather or it may be just that the north and east is of a more conservative bent. But those sections of the country proportionately take more dark colors than do the south and California.

More and more, owners of truck fleets have adopted colors as advertising trade-marks. There are hundreds of such "fleet colors," ranging from the gaudy purple of some florists to the flaming red of several of the large oil companies.

If the color schemes used by corner groceries, department stores and other small businesses are taken into account, the number of color variations runs into the thousands.

Farmers and small businessmen, who use 2,450,000 of the 4,650,000 trucks in the United States, usually order the more serviceable colors. Dark green and dark blue are bought by two-thirds of such buyers, red by one-seventh, black by an equal number, and the other shades such as light green or optional colors such as cream, brown, yellow, orange and white are ordered by the rest.

Red and green are preferred by the purchasers of large freight trucks.

Oil companies use the gayest colors, although many others such as the meat packers and soft drink distributors also use bright hues.

Department stores usually are conservative in their color selections, preferring dark blue, dark green, brown, or maroon.

Telephone companies also are conservative, using green and blue-grey. Dairies often use white or cream colors, although there are some which order the utilitarian dark shades.

But for the present, emphasis is on expediting production, and assembly lines which before the war rivaled even Joseph's coat of many colors in the number and gayety of their hues, are comparatively sedate with dark greens, dark blues, and dark reds predominating.

Would Change GI Rule

Both branches of the New Jersey legislature last week adopted under suspended rules a bill which would permit any veteran to drive an automobile without a license for 180 days after his discharge provided he held a license before entering service. The measure amends a 1944 law which provided that those in service could drive without licenses until 180 days after the termination of World War II or for three months after their discharge from service. The new bill makes the 180-day period uniform.

☞ Want Ad Dept., Inside Back Cover

When You're on the GO Be Sure You Can STOP

MIDLAND HYPOWER unit, shown below, assures positive braking thru direct applied power and unfailing operation. Scientifically designed. Ruggedly constructed. Trustworthy under all conditions. All moving parts completely enclosed — protected against all weather and atmospheric conditions: Get full information about HYPOWER. Write today.

THE MIDLAND STEEL PRODUCTS CO.
10607 MADISON AVENUE, CLEVELAND 1, OHIO
Export Department: 38 Pearl Street, New York City

Enlarged plant facilities make it possible for us to consider the manufacture of a few items in household or office appliance, automotive or mechanical fields, in small or medium size fabrications. We invite inquiries to Midland New Products Dept. at the above address.

MIDLAND
CHRISTENSEN
POWER BRAKES

Greater Axle Limits Required . . .

Ideal Standards Needed For New Super Roads

(Continued from Page 27)

ards or standards very close to them."

It is particularly advisable that the standards given for new road construction, let this year, be closely watched since already it is known that construction costs have risen in some instances as high as 60 percent over the estimate made by the engineers for particular pieces of road. Some bids received by states have already been rejected because of the tremendous increases in the bid figures over the estimates.

Contractors are reluctant to even bid on some major road construction due to the increased costs already visible and because of the uncertainty of where labor and material may go in the next few months.

This means that roads let this year will either have to be much shorter than planned, or that construction standards must be cut dangerously low to fit the budgets set aside for their construction.

Four states now have axle load limits in excess of the 18,000 pound minimum recommended, i.e., Maine —22,000 pounds, New York—22,400 pounds, Pennsylvania — 20,000 pounds, Rhode Island — 22,400 pounds and Wisconsin — 19,000 pounds.

Since axle load limits have most to do with bridge design, it is interesting to consider recent remarks by Prof. John S. Worley of the University of Michigan, accepted as an authority, who states that many highway engineers in considering the carrying capacity of a bridge fail to recognize that the concrete slab, which becomes the reinforced floor of the bridge, distributes the load over the entire bridge span and not in any one spot.

In the table of minimum standdards agreed upon at Oklahoma City, the following maximum loads can be carried by multiple axles with the following spacing:

Distance in feet between the extremes of any group of axles	Maximum load in pounds carried on any group of axles
4	32,000
5	32,000
6	32,000
7	32,000
8	32,000
9	33,582
10	34,550
11	35,512
12	36,468
13	37,418
14	38,362
15	39,300
16	40,232
17	41,158
18	42,078
19	42,992
20	43,900
21	44,802
22	45,698
23	46,588
24	47,472
25	48,350
26	49,222
27	50,088
28	50,948
29	51,802
30	52,650
31	53,492
32	54,328
33	55,158
34	55,982
35	56,800
36	57,612
37	58,418
38	59,218
39	60,012
40	60,800
41	61,582
42	62,358
43	63,128
44	63,892
45	64,650
46	65,402
47	66,148
48	66,888
49	67,622
50	68,350
51	69,072
52	69,788
53	70,498
54	71,202
55	71,900
56	72,592
57	73,278

Fuel

(Continued from Page 23)

near the prewar level, during 1945.

According to their own estimates, 1.26 service (panel) trucks per 1,000 oil customers will be required by the nation's fueloil dealers to make up for worn-out equipment in the immediate future; and 2.2 fueloil delivery trucks per 1,000 customers.

There are now 2,525,655 retail fueloil customers in the U. S. of all classes — home, commercial and industrial. The overall figures for delivery cost for all classes and types of oil, among dealers with more than 1 million gallons annual volume, was 62/100 of 1 cent per gallon; for all classes of dealers, the average cost was 63/100 of 1 cent a gallon.

An interesting phase of fueloil dealers operation is the growing integration between the fueloil business and oilheating equipment sales. Last year 62 percent of all oilheating equipment was sold and installed by fueloil companies, and 58 percent of all fueloil was sold by companies who also have fueloil operations. This varied according to the area.

In New England, almost 90 percent of the burners and 90 percent of the oil were sold by integrated companies; about 50 percent of each in the midwest, and less than 20 percent of each in the Pacific areas.

Last year, 86.7 percent of oilheating service work was done by companies in the fueloil business. A rapidly spreading custom is to make "trouble-shooters" for burner service work out of the fueloil truck drivers, *Fueloil & Heat* said.

T. O. Sales Chartered

T. O. Sales Corp., West Point, Va., has been incorporated with maximum capital of $50,000 to deal in automobiles and accessories. G. M. Tribie is president.

Harvester Adds 2 Tex. Branches, Shifts Personnel

CHICAGO. — International Harvester Co. has announced the following changes in branches and in branch management personnel:

Separate motor truck branches have been established at San Antonio and Houston, Tex. They will handle motor truck sales, parts and service exclusively.

Management personnel has been selected from the staffs of the respective general line branches, which will continue in operation without other change.

T. R. Moulder, formerly assistant manager in charge of motor trucks, has been named manager of the San Antonio motor truck branch.

C. T. Helin has been similarly advanced from assistant manager in charge of motor trucks to manager of the new truck branch at Houston. E. M. Moore, who has been retail motor truck manager, has been appointed assistant manager of the Houston motor truck branch.

Other recent changes are as follows:

M. J. Gowen, previously assistant manager at the Cincinnati motor truck branch, has been made manager of the Richmond motor truck branch.

L. C. Carroll replaces Gowen as assistant manager at Cincinnati. He has until recently been retail motor truck manager at the Columbus (O.) branch.

C. V. Ellis, who has been assistant manager of the Topeka branch, has been transferred to the Kansas City motor truck branch in the same capacity.

'45 Car Tire Output Hits 28,292,112, Truck Up 12%

WASHINGTON. — Production of passenger car and motorcycle tires last year hit 28,292,112 units, 50 percent above 1944 output, Director W. J. Sears of the Civilian Production Administration's rubber division disclosed late last week.

Truck and bus tire production was up 12 percent in 1945, but over one-third more such tires went to the civilian replacement market than in 1944.

Can We Use Nazi Secrets?

German Automotive Developments Studied By SAE for Possible Use Here

NEW YORK. — Conversion of German automotive engineering data, techniques, materials, and progress to the uses of American industry will be inaugurated at an SAE German Engineering Evaluation meeting in Detroit Mar. 4. L. W. Fisher, of Timken-Detroit Axle Co., will be general chairman of the meeting which will be in the Rackham Educational Memorial.

"German automotive engineering progress, which under the Nazis reached its peak in preparation for war, now is being converted to peaceful applications," according to John A. C. Warner, general manager. "American automotive engineers and industries now can take advantage of whatever new and satisfactory the Germans developed in the way of designs, materials, and utilization thereof."

Automotive engineers from American industry and the military, many of them members of missions, will present technical papers describing German automotive materials, powerplants, transmissions, running gear and chassis, suspensions, fuels, lubricants, and highways.

Features include a dinner address, "American Design Engineers Move to the Front," by Col. J. M Colby, of U. S. Army Ordnance Dept., Washington; and an exhibit of various components and assemblies of German military and commercial vehicles, which have been collected and analyzed at Aberdeen Proving Ground, loaned by Maj. Gen. G. M. Barnes, Chief, Research & Development Service Ordnance Dept.

45 New Models Sold In E. Liverpool Area

EAST LIVERPOOL, O. — January new-car sales in Columbiana county were the highest of any month since 1942. New titles totaled 45. February sales may surpass that figure, it was said.

No Relief for 90 Days . . .

Worst Parts Shortage Cripples Dealer Shops

(Continued from Page 29)

available is to tell owners to keep on driving until notified that the parts are in stock. This, according to dealers, is frequently necessary, because they haven't the room in their shops to store cars that can not be serviced promptly. No efforts are made to supply missing fenders and body stampings.

Strikes recently settled in gear factories caused a serious setback, the dealers and jobbers agreed. Effects of the steel strike are expected to be felt later.

A leading Ford dealer described the outlook as "alarming," adding that orders placed with manufacturers were cancelled, new orders refused, and the rule adopted to "start all over again."

Some cars are being held up for lack of parts, but "we are not too handicapped thus far," was the word from a Dodge - Plymouth dealer. Clutch, transmission parts and bearings shortages are the chief bottleneck, he said. The solution, where there is one, is to "keep on shopping for parts."

Truck parts are slightly less short than those for passenger cars, he said, because of the continuation of truck production during the war.

Transmission gears and shafts were singled out by a Chevrolet dealer as most difficult to obtain. He said owners are urged to keep their cars running wherever possible until substitute parts can be secured awaiting the receipt of genuine parts.

* * *

Denver No Exception; 90-Day Crisis Seen

By Ira Alexander
Staff Correspondent

DENVER.—The shortage of parts in the Denver area is more severe now than at any time during the war, according to local auto dealers and jobbers.

One dealer reports his service department business will show a 30 percent decrease this month due to lack of parts. This shop at present has 15 cars held up in process of repair awaiting parts.

GM dealers state that as soon as the strike is settled, a big supply of parts stored in the GM warehouse here will be turned loose to ease the situation.

* * *

Forecasts Varied on End Of Harrisburg Shortage

By George Shelley
Staff Correspondent

HARRISBURG, Pa. — (UTPS) — Dealers and parts jobbers here agreed that there was a critical parts shortage, but opinions varied as to the time of future improvement. Those interviewed expressed opinions from "pretty promptly" to "a year or two," as to when situation would improve.

Shortages were called particularly acute in bearings, crankshafts, transmissions, fenders, hoods, deck lids, grilles, door panels, pistons and king bolts. The consensus felt that truck parts were not as critical as those for passenger cars.

Tom Francis, proprietor, Francis Auto Sales Co. (Ford), "experiencing same shortage of parts as other shops, resourcefulness necessary in getting parts to care for work. Truck parts on whole more plentiful. With settlement of steel strike relief should be pretty prompt."

George Hoffman, sales manager, Harrisburg Auto Parts Co., "Last couple years tough because of priority basis, and since lifting has been one strike after another. Batteries worse off than ever; not in stock for two months. Truck parts on relative basis better than passenger car.

* * *

By Joseph Lawren
Staff Correspondent

ST. PETERSBURG, Fla. — The car and truck parts situation in St. Petersburg is critical. A survey of every dealer and parts jobber makes this only too evident.

Charles R. Moore, general manager of Grant Motor Co. (Ford)—Forty percent parts critical; few cars tied up due to the know-how of service department.Transmission parts tightest. No new motors in six months; batteries critical; truck parts worse than passenger. "Sun will shine again for us about Mar. 1, I hope."

Tom C. McCutcheon (Chevrolet) — clutch and transmission parts critical; short on all parts; truck parts about as hard to get as passenger. "Haven't had a GM part since November. When GM strike settled, parts will begin to flow — later than sooner."

Alan Noel, Noel & Peterson Motors (De Soto-Plymouth) — Short on everything. Doors, fenders, cylinder blocks critical. No cars laid up; no truck service. Clearing weather in 90 days.

Cliff Thomas, parts manager, Thomas Motor Co. (Chrysler-Plymouth) — Sixteen percent parts stored; four cars laid up in shop. Those patched up, should have been laid up.

Alex Robb, parts manager, Paul Nichols (Packard) — All parts hard to get and most of them critical; two laid up. Linings of all types and connecting rods critical; no trucks. "We have been cutting gaskets out of cork. Ninety days after strike settled will see daylight."

TRAILERS
One and Two Wheel
JOBBERS WANTED
MARVILLE DWYER
TRAILER DIVISION
1855 North Eastern Avenue
Los Angeles 32, California

'For Hire' Group Has Poorest Record . . .

Trucks to be Checked During Safety Drive

(Continued from Page 23)

from defective equipment are reported to be the cause of 17 percent of the nation's accident fatalities, an analysis of 9,139 reported accidents in 1944 made by the Interstate Commerce Commission revealed slightly less than 12 percent were caused by mechanical defects.

During the war period it has been practically impossible for thousands of truck owners to get proper service on their vehicles, due to the parts and mechanic shortage.

Dealers can do a dual purpose job in getting on top of the individually owned trucks in their territories prior to the inspection period. They not only can save the operator from being apprehended, but can also bring truck service into their shop.

During the war, dealers who went after truck service to bolster the income of their shops, found that this service is profitable shop revenue. Many dealers, however, who looked longingly at truck service, were unable to get the needed extra mechanics to get into truck service as thoroughly as desired.

Now with mechanics more plentiful and many World War men back who have had experience in truck service, dealers have the opportunity to get into or expand their truck service business.

This national safety check program gives the dealer the opportunity to tie in his shop facilities with the needs of the nation from a safety standpoint and bring truck owners who have never had their vehicles into the shop, as regular service customers.

Back of the national safety check program may develop a periodic mechanical check on a national basis as 8,500,000 vehicles are now being inspected regularly in 17 states and 15 cities outside of those states.

That periodic inspection does result in lower highway accidents and a much higher average mechanical condition of the vehicles, is seen in that while last year's National Brake Emphasis Program developed that 27.7 percent of all vehicles checked had poor brakes, in at least three points where periodic inspection was kept in force the vehicles checked showed only 6.1 percent of the vehicles had poor brakes. Other states which had periodic checks were in most cases much lower than the national average.

In the state of New Jersey, which has been outstanding in its periodic check for years it was found that in the first year following the adoption of motor vehicle inspection there were 413 fewer fatalities or a reduction of 30 percent over the former year. Total reportable accidents and non-fatal injuries also decreased 13 percent and it is understood that this has been consistently sustained through the years.

Both the police and dealers know that it will be impossible for the average policeman to check the brakes on a large truck trailer unit or truck that is equipped with air brakes. The great majority of the police officers would not be able to even drive such a unit and would not have access to equipment necessary to do a proper checking job even though the unit was involved in a traffic violation.

But they can see that lights and windshield wipers work and the rear view mirror is in place and can be used. They could tell if a steering wheel had over a quarter turn play and if the tires looked as if they were ready to blow out.

A dealer has all the facilities to make these checks, and by getting in touch with the proper police official in his area he might work out some arrangement whereby trucks that were inspected in the dealer's shop and given some sort of a ticket or windshield sticker, would be given a clean bill of mechanical health by the police.

* * *

Canada's Road Parley April 2-4 in Quebec

MONTREAL.—The Canadian Good Roads Assn. will resume the holding of its annual conventions—suspended during the war years—in April, the executive having accepted the invitation from Hon. Antonio Talbot, K.C., minister of roads for the province of Quebec, to meet in Quebec City, Apr. 2-4.

Invitations have been sent out to members, and to federal, provincial and municipal bodies to send delegates to the convention. Ministers and deputy-ministers, engineers, town planners, municipal officials, road contractors and manufacturers of road-making machinery, as well as members of automotive associations, automobile clubs and other public bodies interested in highway matters, will comprise the attendance.

Tentative subjects include the advancement of roadbuilding practice as it relates to organization, financing, construction, rebuilding and year-round maintenance, as well as with the results of research studies into materials.

Other matters to be discussed will deal with the handling of motor vehicle traffic, and the dissemination of knowledge and ideas with a view to effecting and maintaining low-cost flexible transportation.

Goes Name Changed

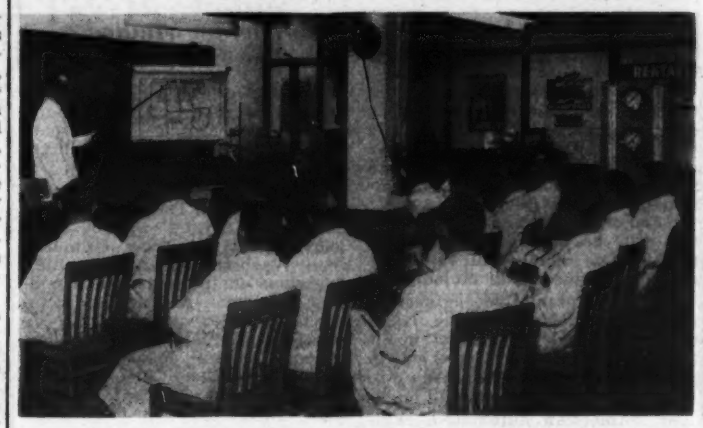
Goes Speybroeck Co. (Nash), South Bend, Ind., has been changed in name to the Goes Motors Nash Sales. Dick Holloway has been named sales manager. L. W. Neff will sell new and used cars.

Wis. Schedules Hearing On Auto Inspection

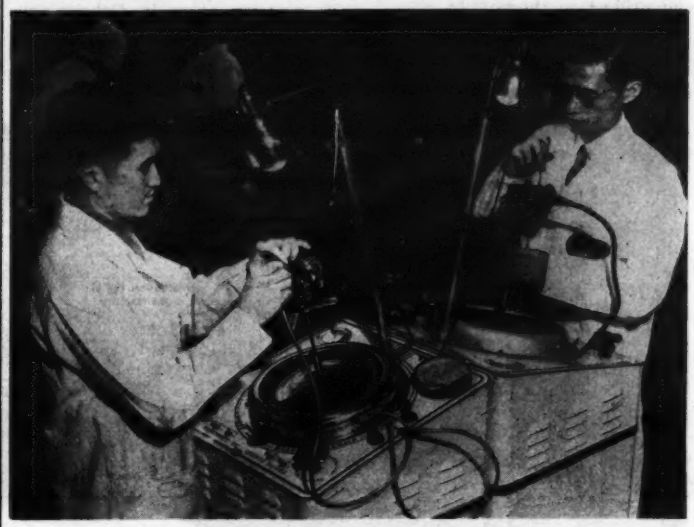
MADISON, Wis. — A special legislative committee will meet here Feb. 27 to hear testimony on proposals for compulsory motor vehicle inspection in Wisconsin.

The committee was set up by the 1945 legislature at the insistence of the Wisconsin Automotive Trades Assn. It is headed by Sen. Allan J. Busby, of West Allis.

Refresher Schools . . .



SCHOOL DAYS. But it is a little different from when they were kids. Expert automotive servicemen from all over the world gather at Electric Auto-Lite's service school to refresh their knowledge and improve their skills. The school shown above, which lasts three weeks, is a continuous operation at the Hamilton street plant in Toledo.



TEAMWORK IN TANDEM. Two of the students at the newly opened Service School of Electric Auto-Lite Co. at Toledo are servicing and checking automotive distributors. At the left is former G. I. Saburo Okomoto of Minneapolis, while opposite him is Eugene Sun of Chungking, China. The training course is of three weeks' duration.

Service Course Resumed At Electric Auto-Lite

TOLEDO.—Discontinued during the war, the Electric Auto-Lite school is being operated again for the training of automotive electrical service men whose service stations have an Auto-Lite service contract.

The studies are not limited to equipment made by the firm. They represent a complete automotive electric course covering not only every unit and detail of a car's electrical equipment, but other related units that affect car performance.

The school is a model automotive service station providing shop equipment sufficient to permit students to work on complete vehicles after studying and servicing the separate units.

The company states that "in the automotive field, satisfactory vehicle operation is dependent upon the performance of many diversified units and that service cannot be rendered adequately without fundamental training and practical experience."

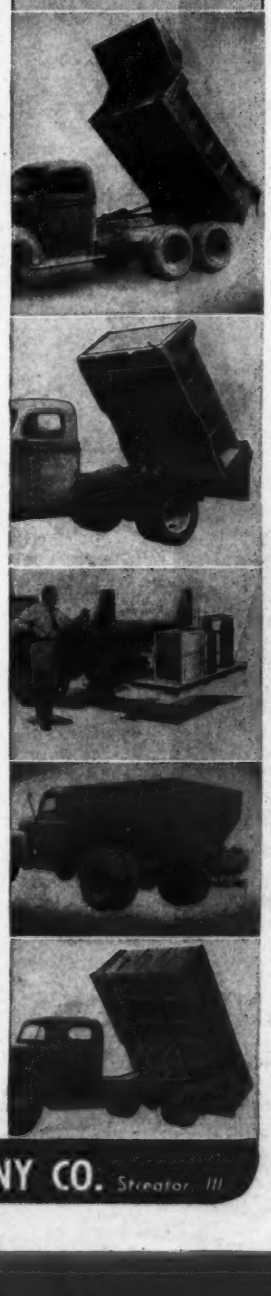
There is no difficulty in filling classes as registrations are made months in advance and include men from many states and some foreign countries, officials say.

Keystone Truck Set Up

Keystone Truck Sales & Service Inc. has been incorporated in Buffalo with a capital of 200 shares. Incorporators are **Esther V. Garfinkel, Joseph Brownstein** and **Samuel Rosenthal.**

Anthony HAS IT...

CONSTRUCTION EQUIPMENT THAT KEEPS TRUCKS ON THE MOVE



ANTHONY "SUPER" HYDRAULIC HOISTS AND BODIES, up to 30 ton capacity—with "power speed lift" and "rubber restraining blocks," two of many features that explain the evident preference for Anthony equipment on the job.

ANTHONY HYDRAULIC LIFT GATE . . . one of the remarkable new war-developed pieces of equipment for loading and unloading. Raises and lowers loads from ground to truck level.

ANTHONY MATERIAL SPREADER . . . rugged, all steel; for road building, maintenance and ice control.

ANTHONY HYDRAULIC PLATFORM "BOOSTER" HOISTS, especially designed to make dump bodies out of flat bed trucks.

Write for complete details on any Anthony product. Available through all truck dealers and Anthony distributors.

ANTHONY HYDRAULIC

Manufactured by ANTHONY CO. Streator, Ill.

AMERICAN to Mexico City AND MONTERREY

American Airlines provides swift, daily service for Passengers, Air Mail and Air Express to these important Mexican cities with connections beyond to Central and South America. For reservations or information call your travel agent or the nearest American Airlines Office.

AMERICAN AIRLINES System

THE NATIONAL AND INTERNATIONAL ROUTE OF THE FLAGSHIPS

Just Among Dealers . . .

(Continued from Page 3)

with it since that date. As time went on, however, the son, E. S. Mason, affiliated with the parent company, obtained a Dodge dealership in Plattsburg, N. Y., thus giving the two companies coverage of three counties in northern New York.

In 1945, W. E. Mason, grandson who had served two years as a supply staff officer at San Antonio Air Service Command, obtained a Dodge-Plymouth franchise at Stamford, Conn. He purchased a 175 by 125 building with an adjoining used car lot of even larger dimensions. The building was remodeled in a unique manner. It was divided only into two rooms. The rooms being separated by glass doors, 10 feet high. A customer entering the building can see throughout the entire layout. One room is devoted to sales, and the other to service.

The parts department is considered a part of the sales room. The entire stock being open to view. The completely open building, with no blind spots, has a lot of advantages. It promotes cleanliness and good housekeeping. It appeals, of course, to women drivers. The reaction has been one of hearty approval.

* * *

WILLIAM J. SILVA (Studebaker), Modesto, Calif., born Feb. 25, 1892 in La Grange, Calif. He entered the field in 1912 as a night man for a Studebaker dealer. By 1919 his ambition and aggressiveness was rewarded with a Studebaker franchise. He has been connected with dealer activities for more than 20 years, and now serves as president of the Northern California Dealers Assn. He is past president of the local Rotary club, and has been chairman of the local draft board since inception of Selective Service.

WM. J. Silva

Silva has had many unusual and interesting experiences during the 33 years he has been a member of the trade. The most thrilling and interesting experience he is anticipating. It will be when he receives his first new Studebaker, that he hopes will be before the appearance of this sketch.

* * *

C. D. GUSTAFSON (*Nash-Studebaker*), *Thief River Falls, Minn., born Dec. 19, 1886 at Crookston, Minn. In 1911, when he was in the farm machinery business, he added the Briscoe line of automobiles.*

He is a present director of the Minnesota Automobile Dealers Assn. He is a past president of Minnesota Implement Dealers Assn., and a member of the advisory board of the National Retail Farm Equipment Assn.

Gustafson is now president of Mercy Hospital Assn. in his home city, and has served as vice-president of civic and commerce associations. He was chairman of gas rationing for the county, and is still a member of the local OPA board. He gave the use of his place of business to the board officials for the first months of its existence.

* * *

E. T. HORNOR SR. (*Chevrolet-Oldsmobile*), *Helena, Ark., born Aug. 18, 1893 in the same place. He originally entered the field as a partner in a dealership with the Chevrolet line in 1924. At present he is a director of the Arkansas Automobile Dealers Assn. He was active in state committees for the organization of NADA ordnance companies. He is also chairman of the postwar planning committee of Phillips county.*

* * *

A. O. MITCHELL (Oldsmobile), Atlanta, Ga., born Jan. 8, 1898 in Stokes county, N. C. He entered the field in 1921 as a used car salesman. In 1945 he served as president of Georgia Automobile Dealers Assn. In 1940 he was president of Atlanta Automobile Dealers Assn. He is a past president of Atlanta Better Business Bureau, and during the war was on a civilian committee for the Army Air Forces.

* * *

C. B. WOOD (*Ford*), *Osceola, Ark., born Dec. 13, 1883 in Covington, Tenn. He took on the Ford contract in 1927 and has continued with that line ever since. He is active in local civic clubs, and his hobby, in addition to conducting his dealership, is keeping his business quarters clean and comfortable.*

—JOHN O. MUNN

U. S. Chief Sees No Need for Deluxe Roads

PHILADELPHIA.—Deluxe superhighways stretching without a break from coast to coast are not needed, Thomas H. MacDonald, commissioner of public roads, says in an article in the first issue of *Holiday*, the new recreation and travel magazine.

The monthly appeared on the newsstands Feb. 20. It is published by Curtis Publishing Co.

The article, written by William Carter, quotes MacDonald as saying:

"They'd be an extravagance. We can't afford them. We don't need them. And we probably won't ever need them."

MacDonald has $3 billion to spend on roads in the next three years, half of it to be put up by the federal government, the rest to come from the states. But his thoughts don't run to super-duper cross-country turnpikes.

"We have a 3-million-mile highway system," MacDonald says, "and large parts of it are relics of horse-and-buggy days. What we need, quickly, is to transform those deficient sections into modern highways. We are planning to build thousands of miles of new roads.

"If we can place them where they are needed most — where they will serve the greatest number of people — these new stretches of road will go a long way toward modernizing our whole system.

"So, if you're thinking of tomorrow's roads as country - spanning super-highways, you're due for a surprise. The actuality will be something far more useful."

Used Truck Sales Cost Dealers OPA Penalty

CASPER, Wy.— (UTPS) —State OPA enforcement officials, report two Wyoming dealers were penalized last week for charging over-ceiling prices in used truck sales.

Varney Motors, Worland, paid $203, representing double payment for the overcharge. Fay Peebles, Casper, paid $131, 1½ times the overcharge on the truck deal.

LONGEST LOAD ever successfully to negotiate the Columbia River highway between Portland and The Dalles, truckmen report, this 105-foot crane beam from the Kaiser plant at The Dalles is one of four to be used in the new Pacific Chain & Mfg. plant at Guilds Lake, Portland, Ore. St. Johns Motor Express used a special truck and "steering" trailer under special permit from the state highway commission.

Dealers tell me

By John O. Munn

(Continued from Page 3)

car or light weight truck to run as much as 40,000 miles.

No Ration Boards

"There were no ration boards and if my recollection is right; there was no gas tax.

"A 30 x 3½ tire would cost $16.80, but if you wanted a tread on a tire, the cost would be $20 with a cord tread tire costing $37.80. Tires were guaranteed to run from three to five thousand miles.

"No car was complete without 'accessories.' A combination light and trouble lamp, a home vulcanizing outfit, a cover to keep the radiator warm, a motor driven tire pump, warm driving gloves or a muffler cutout were some of the 'gadgets' which every 'motorist' felt he 'must' have.

"All sorts of contraptions were offered by dealers and accessory stores for the Ford, which was selling around $440 but had little more than a motor and body. There were demountable rims, and electric light to replace the oil tail lamp, a gas gauge that would bob out of the tank when you lifted the front seat for a 'gas' refill.

"And, lest we forget, it was the Maxwell and the Cole Aero 'B' which first advertised they could climb a hill.

Life's Not So Bad

"Those were the good old days, with the Skelton, the Dort, the Krit, the Maibohan, the Lafayette, the Pilot, Cunningham, Templar, Fiat, Gardner, the Sheridan . . . yes, they were the good old days, and yet . . . even with strikes, with labor troubles, with high taxes, with OPA and all the unpleasant and objectionable things we contend with today, life's not so bad.

"There are enough 'sunny' days to outweigh the cloudy and gloomy days and even the cloudy and gloomy days can be survived, because we know that they, too, will pass away.

"So . . . regardless . . . of the troubles that are with us today or the troublesome days that appear to be ahead, let's keep our chin up.

"We'll survive and look back, in a few years, to those problems of today, just as we now look to the trials and tribulations of the pioneer days of the automobile business.

"So . . . let's keep our chin up and smile."

Perry in New Home

Perry Motor Co., Dublin, Ga., has moved into new quarters. Perkins Motor Co. is remodeling its building.

Goodyear Widens Use of New Tire Machinery

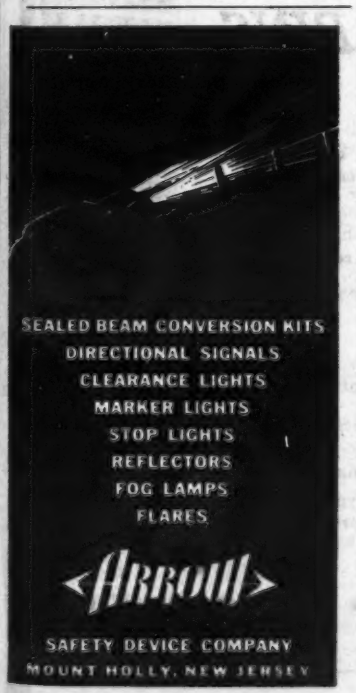
AKRON.—Reconversion and modernization of Goodyear Tire and Rubber passenger car tire building machinery at its plants throughout the United States, employing semi-automatic tire building machines for the manufacture of popular sizes, was announced last week by Cliff Slusser, vice-president in charge of production.

Revision of the methods of passenger car tire building, completed over a long period, has greatly reduced the physical energy required of tire building personnel and makes it possible to build tires up to the point of vulcanization 50 percent faster than by the old methods, he said.

Key to the improved production machinery is the semi-automatic tire building machine which performs the most difficult operations of the tire building cycle automatically. The tire builder feeds the materials into the machine and starts its automatic operations, activated by an intricate assortment of photo-electric and electronic devices that cause the machine to perform the desired functions exactly the same for every tire constructed.

Years of development work and study were required to devise the complicated mechanisms that perform the most difficult passenger car tire building operations in a fraction of the time required originally. The first of the semi-automatic machines was installed just before the war.

AN Want Ads cost little—get results—why not use 'em? See inside backcover.



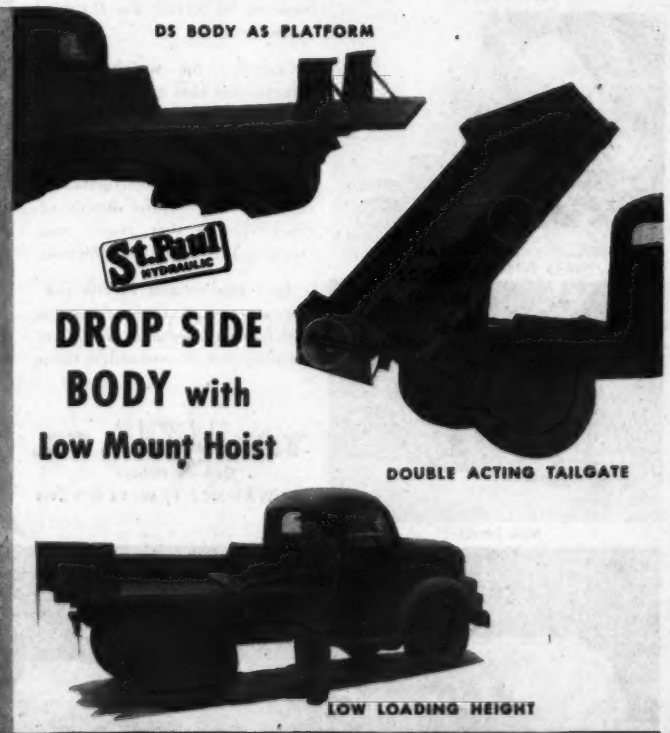
For essential uses, sell your fleet owner and diesel equipment customers AMALIE Pennsylvania H-D—a complete heavy-duty oil with outstanding detergent, dispersive and anti-oxidant features. 20% OILIER, too. Stands up under toughest operating conditions. AMALIE merchandising helps bring customers to you. AMALIE products help KEEP customers. Back AMALIE — and you back a winner! See your nearest AMALIE Distributor, or write Dept. A. N.

AMALIE DIVISION
L. SONNEBORN SONS, INC.
88 Lexington Avenue, New York 16, N. Y.
Refineries: Petrolia and Franklin, Pa.
Plant: Nutley, N. J.
In the Southwest:
SONNEBORN BROS., Dallas 1, Texas

OBJECTION *Overruled!*

"Sure, I like the idea of a combination dump and platform body," the Contractor said. "But I object to the time killing business of lifting out sides or hammering out pins so the sides can drop!"

"You be the judge," the Dealer countered. "St.Paul's DS Body has exclusive one man 'lever locking' . . . Dropping the sides is as simple as opening a door! It's a natural for hand loading or shoveling and ideal for cleaning up at the completion of a job."



ST. PAUL HYDRAULIC HOIST COMPANY
2207 University Ave. S. E. · Minneapolis 14, Minnesota

Styling Is Enhanced . . .

Longer, Lower Lines Mark New DeSoto

(Continued from Page 1)

ments. Increased effectiveness of brakes is provided without an increase in brake drum size or in unsprung weight. The new brakes also give improved "fade" resistance.

De Soto again presents the "L" head type engine with a bore of 3 7/16 inches and a stroke of 4¼ inches. The piston displacement is 236.6 cubic inches and the maximum brake hp and compression ratio is 109 hp at 3600 rpm. The maximum torque is 192 pound feet at 1200 rpm.

De Soto returns to aluminum alloy coated pistons, unavailable during wartime, for longer bearing life and improved performance. The two upper piston rings in each cylinder will be plated for improved wear-in with resultant improvement in engine life.

There is an improved copper and asbestos cylinder head gasket which combines blow-out resistance of steel with high sealing properties of copper.

A new design of intake manifold is used to provide greater operating flexibility at low speeds, more even acceleration and improved fuel distribution to all cylinders and quicker warmup.

Among other engine improvements is a new sealed-unit oil filter with a paper radial - type element which provides more effective oil filtration with longer engine life.

A new type of gasoline filter developed by Chrysler Corp. is installed at the outlet in the fuel tank. The new filter makes possible elimination of a glass sediment bowl at the fuel pump and a filter at the carburetor. Made of Oilite, it is self-cleaning and effectively prevents the passage of both dirt and water into the fuel system by keeping the fuel line clean at all times, it is said. It should require no attention for the life of the car.

The De Soto has a new push-button operated, positive - shift starter. The ignition coil has been moved to a point directly above the distributor and is mounted to the cylinder head by means of a bracket. It is more conveniently located, causes less radio and television interference, and is so mounted as to prevent collection of water and snow.

Spark plugs are heavy-duty type with heavier electrodes and a new design of porcelain and shell. They have a broader temperature range and will operate satisfactorily under a wider range of operating conditions, it is said.

A greater portion of the under part of the body and internal structure of the body are treated against corrosion. Important inner surfaces are painted for added protection.

A new type of bumper jack with a ratchet type lift will be provided. The car lifting stroke will be downward. The jack will also be used for removing a tire from a safety-rim wheel. With this jack, no operating skill is required, it is said.

De Soto's new styling is highlighted by an entirely new front end. Long, wide - shouldered front fenders flow back into the body, accentuating the long, low lines of the car. Rear fenders more completely enclose the wheels without interfering with easy wheel removal.

A new die - cast grille of wide chromed vertical bars extends across the front of the car, while body, fender and body side moldings of chrome are wider, lower and tapered to follow the body design, adding to the elongated appearance of the car.

New headlights are widely spaced to define the outside edge of the car in night driving. They are set above squared parking lights which have been increased in size. There is a new stoplight in the rear which, with tail lights, is easily serviced from inside the spacious luggage compartment without removing lenses.

There is a new six-inch wrap-around bumper, front and rear, which curves around the fenders to give new protection against traffic and parking mishaps.

New 15-inch wheels are smaller and, with the larger 6.50x15 tires, contribute to the car's more massive appearance. The wheels are of the safety-rim type which prevent a blow-out tire from leaving the wheel. Because blown-out tires stay on these rims solidly and tightly, the driver slows to a safe, straight stop. Hub caps on the car are of the same design as 1942, but have new lettering.

Interiors of the new De Soto combine smartness with the utmost in comfort.

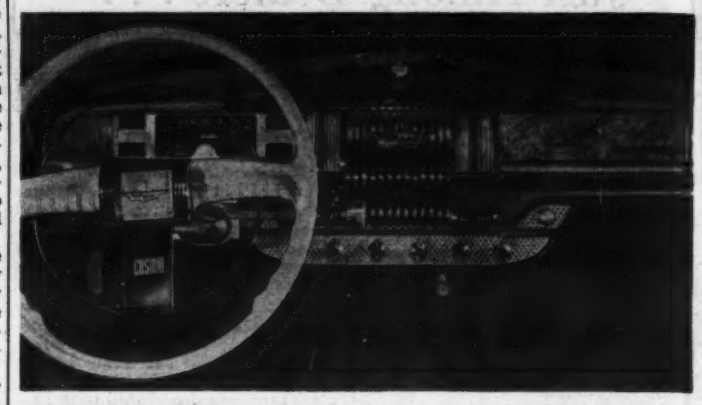
The instrument panel has been restyled in straight grain with burl finish in Flemish gray. The new full vision steering wheel has the convenient finger - tip horn ring with a clear plastic spoke, while the ornament in the center is in plastic and carries an embossed De Soto shield.

Interiors come in a choice of pile fabric or broadcloth in soft, pleasing colors. Door scuff trims are leather finished in harmonizing colors. Crystal plastic adds sparkle to control knobs, windshield wiper control, escutcheons, window lifts and steering wheel, while decorative relief is provided by generous use of heavy chrome.

Contributing to the overall performance of the car are such features as counterbalanced crankshaft, precision bearings, superfinished moving parts, shockless roller steering, independent front wheel suspension, silent hypoid rear axle, oilite bearings in vital parts, safety all-steel body, floating power, live rubber body mountings and box type welded frame.

Synchronized springing, scientific weight distribution, chair - height seats and many other factors are combined to produce restful riding comfort in the new De Soto.

Features of New DeSoto . . .



INSTRUMENT PANEL of the new De Soto has been restyled in straight grain with burl finish in Flemish gray. Ornament in center of steering wheel is in plastic and carries an embossed De Soto shield.

INTERIORS OF new De Sotos come in a choice of pile fabric or broadcloth. Door scuff trims are leather finished in harmonizing colors, while crystal plastic adds sparkle to control knobs and window lifts.

Collecto Garbage Units

Rock Bodies — Telescopic Hoists

Twin-arm Hoists

For long life . . . modern design . . . and dependable operation, recommend

HEIL Bodies and Hoists

to your customers . . .

When the question arises as to which body and hoist will do the most dependable job for a specific application, it is good business to review the features of Heil units.

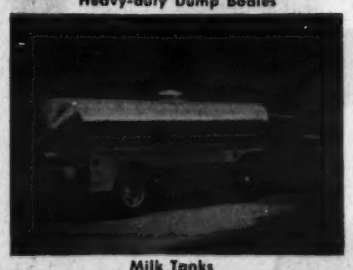
Consider the weight-saving construction that gives your customers greater payloads and bigger profits — the 45 years of experience in design and fabrication — the smooth operation of the hoist — plus dozens of other reasons that assure outstanding service and satisfaction.

Heil Bodies and Hoists substantiate your claims for thorough dependability — your customers thank you for recommending them.

HH-111

Coal Hoppers

Heavy-duty Dump Bodies


Milk Tanks

THE HEIL CO.
General Offices
MILWAUKEE 1, WISCONSIN

Plane Refuelers

Petroleum Truck Tanks

Snyder

(Continued from Page 1)

out that the government does not expect any company to operate at a loss or break-even, and will grant price increases for all hardship cases. He said that any firm not able to show a fair profit would be termed a hardship case.

He added that the adjustment is to be "sufficient to enable the industry to earn an average rate of profit equal to the rate earned during the peacetime base period applicable to that industry."

"But we also hope to prevent inflationary effects on prices," Snyder said.

He concluded that the government will maintain direct controls as long as they are necessary to break production bottlenecks and to assure adequate supplies for essential reconversion purposes, but the "full responsibility for production must be assumed by American industry and labor."

*No. 4 in a series

THIS IS 4 YOU!

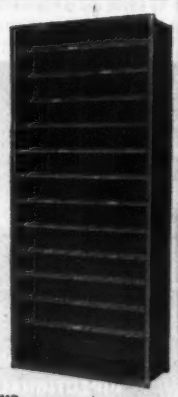
* VENTALARM creates a safety zone within the gasoline tank—prevents spillage due to expansion

VENTALARM

THE WHISTLING GAS TANK SIGNAL

SCULLY SIGNAL CO., 88 First St., Cambridge 41, Mass.

STEEL PARTS BINS
Place orders now!



Dimensions: 1x3x7 feet—14 to 112 compartments. Strongly constructed from new steel—finished in olive green.

Shelves flush inside. Nothing to catch. Drawers and sliding gasket shelves furnished on request.

Shipped knocked down—easily assembled.

Bolts and nuts furnished.

Shipment made approximately ten days after receipt of order.

Special installation built for Crucible Steel. We are glad to quote on special bins to meet your specifications.

NOTE: Limited territories still open. Inquiries invited from bona fide, reliable distributors who wish to handle line.

The RENIE METAL PRODUCTS Corporation
MANSFIELD, OHIO

Truckin' . . .

By Jack Weed

(Continued from Page 23)

construction and maintenance cost over all users and property. A proper gas tax should take care of the user share without trucks being unduly burdened as they have been in the past.

* * *

HARVESTER, WHITE, General Motors Truck and Mack had headquarters rooms at this gathering of the prospects, as they did in prewar days. In fact, White again threw a very nice cocktail party for all and sundry, which was well attended by both brass and tin.

Talking to Joe Little of GMC — one of those who work for a division of the corporation and who wonder from day to day if they will be able to get into their own office come next morning — and he told us one of the tragic things about this new Labor Hierarchy under which we live today. The truck company has several new buildings under construction (or had before the strike) and now, although their erection would have no bearing on the striking production men whatever, all work is stopped because the AFL builders workmen won't go through the CIO picket lines. Not only does the contractor suffer by the delay but the building-trade workmen's families must suffer and spend their savings because one little self-styled giant (spelled purposely with a small g) got visions of political grandeur. Someday members of these organizations will catch up with guys like Reuther, or else the unions will die of their own internal corruption I believe.

* * *

FOLLOWING Paul. Hoffman's talk Thursday noon, in which he made the statement that no national speed regulations were being planned by the steering committee of the President's Safety conference, your old firehorse put it up straight to two of the wheelmen on this steering committee, in the open forum session the next day. Both Col. Kirk Keegan, military advisor, and Sidney J. Williams, assistant to the president of the National Safety counsel, supported Hoffman's stand, that it was the desire of the steering group to leave legislation in the hands of the states.

But said they, if the states don't get after enforcement of our present regulations, and if those states with very lax or practically no check on who drives an automotive vehicle don't put such checks into force, the federal government may do so as highway fatality cases continue to go up and up.

* * *

THE dean of highway barrier sleuthing, my good friend John S. Worley, professor of transportation and engineering at University of Michigan, has recently been engaged by the U. S. Army Corps of Engineers as consulting engineer in connection with the Ohio River Watershed flood control project.

John has already gone to Washington, I found out when I tried to call him the other day, and I suppose until he gets through with his job of advising on the economic effects of the removal and rerouting of railroads from areas subject to submersion in the flood control area, he will be hard to get hold of. It's a distinct compliment I think for the Army to hire a man like John, who has fought the rail "grabs" so hard and so long, to advise on where and how much to move the rails from the three flood control areas.

* * *

INCIDENTALLY, three new directors were elected to the board of the Council of Private Truck Operators at the recent session — Dave Fenner of Mack, who is on most everything in the truck business, rounds out his list of official affiliations by going on the board with Dick Purdy, of the Automobile Manufacturers Assn., and Capt. Charles H. Ruth, of the Washington *Evening Star*. The officers remain the same for 1946 as they were last year.

* * *

DAVID W. LEE, the son of an old friend of mine — and one of the real oldtimers in the truck business — Harry Lee, once top man at the old Duplex Truck Co. in Lansing, has gone to work for Ford, heading up truck advertising. Harry was head man at Duplex when Andy Langenbacker was sales manager and Reo was flooding the country with Speed Wagons. They built the compact plant which Reo eventually took over and later was used by Nash as an airplane propeller plant. Now Motor Wheel has bought it. Incidentally Harry Lee was with Motor Wheel until he passed on after leaving Duplex.

* * *

WELL, I guess Henry Zeder meant it when he said I was off his invitational list for his annual Charity Island fishing trip. I bumped into Henry (he's Fred and Jim's older brother) and Staudacker, his partner in Bay City Dodge, at the "off the record" Plymouth party here a week ago and Henry told all and sundry what a hog some Detroit newspaper men are, especially (and he looked right at me) those who come up to his party and take all ends of the various pools — for the biggest fish, the most fish and the first fish — as one news guy did last year. And he added, "to heap insult on injury, the guy did it with a fly rod." Henry went on to say that because this particular newspaper man — meaning me — had only a fly rod to fish with, the rest of the guests were nice and give him the favored spot on the top deck to fish from, which gave him an advantage.

But what Henry didn't tell was that the biggest fish which paid off for me followed Staudacker's bait back to the boat twice and wouldn't hit until I flipped my fly rod lure at him and then those guys made me land my own fish, although I was at least five feet up in the air, over the water, on the same top deck. Fortunately the skipper had a long handled net and, by laying prone on the deck, I was able to do it.

Well, we'll see what happens come next July and the Charity event goes on again. I'd rather be cut out of the "pools" than miss the trip — it's getting rather boring taking those guys money every year anyway.

* * *

THOMAS H. BECK, prexy of Crowell-Colliers, speaking at the Detroit Economic Club recently, made comparison between the "Rolls-Royce philosophy of England and France" and the "Ford, Chevrolet, Plymouth philosophy of this country" in bringing out the point that in this country we create wants in the minds of the masses and then create jobs and national wealth filling them, as against building only for the known needs of those able to buy in Europe.

He claims that if the American philosophy was extended to the rest of the world, the standard of living and buying of the world would increase as it has here.

THE LARGEST and the smallest—the new TD-24, approximately 35,000 pounds in weight, side by side with the Farmall "Cub," approximately 1,050 pounds of farm tractor, both built by International Harvester Co.

Plymouth Sets Dealer Display For Saturday

DETROIT.—The new line of Plymouth cars will be placed on public display in dealer showrooms throughout the nation this Saturday, it was revealed Friday by Joseph E. Bayne, general sales manager of the division.

"The new Plymouth cars embody more improvements than found in most prewar yearly model changes. The new improvements are manifest in both appearance and engineering advancements," Bayne said. "Particular attention has been given to safety features, which have been engineered into the basic design of the car."

IMMEDIATE DELIVERY
ADJUSTABLE PARTS BINS!
WRITE FOR DESCRIPTIVE FOLDER
SPERBER MFG. CO.
1815 Trombly Ave.
DETROIT 11, MICH.

TELL IT TO THE ELKS—
and you're telling
AMERICA
THE Elks MAGAZINE

Daniel L. Beck, Director

APTITUDE TESTS

Do enable you to BETTER PICK and PLACE new employees, to DISCOVER HIDDEN ABILITIES in present employees, to know which employees can be promoted to best advantage.

Write or attach this ad to your letterhead for free folder.

EXECUTIVES SELECTION & TRAINING INSTITUTE
966 Maccabees Bldg. Detroit 2, Mich. Telephone TEmple 11-55-1

Another New *Truck Headquarters*

COKER'S WHITE TRUCK CO., is the highly successful "Truck Headquarters" in and around Mobile, Alabama. Perry Coker, owner of the Company, became acquainted with White trucks and their high acceptance among leading truck buyers in the territory, through his daily contacts with industrial accounts while in the oil and later the tire business. Mr. Coker took on the White franchise less than two years ago and in that length of time his business so expanded that a modern building—tripling the original floor space—was rushed to completion.

This building program—reflecting the confidence of White Distributors in the soundness of their proposition—is going on today in large and small communities throughout the nation. Each to provide completely modern service facilities for every truck owner's needs. As Mr. Coker says, "with knowledge of what White trucks can do, plus our customer's enthusiasm for the White Personalized Service Plan and our modern facilities for putting it into effect—prospects are very bright."

White

THE WHITE MOTOR COMPANY • Cleveland

FOR MORE THAN 45 YEARS THE GREATEST NAME IN TRUCKS

Cars Due 3-7 Days After P eace . . .

Stage Set For Opening Of GM Plants

(Continued from Page 1)

must have specific promise of relief to be able to pay the 18½-cent wage demand.

The wage hike on top of the $5-a-ton rise in the basic steel price, the fabricators declare, means huge losses unless fabricating prices are allowed to go up. Thus, the chain reaction towards the eventual increase in the price of the new car continued last week.

Auto Picture Brighter

Resumption of the flow of steel improved the prospects for vehicle output. Ford, which is completely shut down, said it can reopen two weeks after the fabricators start up. Some quarters interpreted this as meaning new Fords would be rolling off again by Mar. 15.

Hudson boosted its daily output to 400 after opening a second assembly line in spite of material shortages. Chrysler Corp., reportedly producing more than 1,000 cars a day, is expected to surmount the current parts difficulties.

Studebaker topped the 300-daily mark, and Nash reached 400 last week. Packard will be unable to reopen until 30 days after the GM strike ends, because of a lack of crankshafts supplied by the Moraine Products division.

A Buick spokesman said that the division will be in production "almost immediately" after the strikers return. But other GM units report that parts have rusted and production will be delayed for several days.

Debate Seniority Issue

The dispute over promotions in the GM talks revolves around Paragraph 63 of the old contract. This clause gives employes with the greatest seniority the preference in promotions where merit and ability are equal.

GM would accord the preference to the worker with the most ability, with seniority a minor factor. The union insists on retaining the clause as stated, which it has kept in the Chrysler contract.

Dewey's minimizing of the wage controversy inspired the belief that this dispute has been all but settled. A compromise at 19 cents, halfway between the corporation offer of 18½ and the union demand of 19½, was strongly indicated.

Friday's first bargaining session was the thirteenth in 12 days. The parties conferred last Saturday and Sunday at the insistence of Dewey as pressure from the government and the hard-pressed strikers themselves mounted.

U. S. Okays Auto Raises

Under a ruling of the National Wage Stabilization board last week, the steel wage boosts are automatically effective under the new pay-price policy. Included in this amendment to the government policy are the recent raises granted by Ford, Chrysler and the GM electrical divisions.

All wage increases negotiated before Mar. 15 will be tacitly accepted by the NWSB if they conform to the pattern for the particular industry. Presumably the GM raise will fall into this category.

OPA has not yet made clear how the increase in the price of the basic material will affect prices on steel products. The answer to this question and possible guarantee of price relief for the steel fabricators was being studied last week at a meeting of OPA officials with the General Steel Products Advisory committee in Washington.

In the settlement with the CIO steel workers, a compromise was reached on the retroactive date of the pay boost. The 18½-cent raise was awarded as of Jan. 21, the date the strike began. But 9½ cents more an hour will be paid for the period from Jan. 1 to Jan. 21.

On this point the union had demanded that the total raise be made retroactive to Jan. 1, while the steel makers had opposed a date before Jan. 21.

The steel industry also accepted maintenance of union membership and dues checkoff in the new contract with the CIO. As in the GM case, the steel plants had been ordered by the WLB to abide by these clauses in the wartime contracts.

GM has been opposing continuance of maintenance of membership in its negotiations with the UAW. The clause compels a worker, who joins the union, to maintain his membership as long as he remains in the unionized plant.

The Aluminum Co. of America settled with the steel union for a 19-cent raise, with no retroactive date. Weirton Steel upped its pay 22 cents, retroactive to Jan. 1. Weirton's workers belong to an independent union, and the plant was not affected by the CIO strike.

Bendix Faces Strike

Other significant developments on the labor front during the week:

1 The "Big Four" rubber manufacturers opened their first industrywide wage negotiations with the CIO. Federal conciliators supervised the Washington parleys.

2 Charging a breakdown in bargaining, George F. Addes, UAW secretary-treasurer and national Bendix director, asked the union's executive board to authorize a strike against Bendix Aviation Corp.

3 A federal factfinding board recommended an 18-cent-an-hour pay increase for the striking CIO farm equipment workers of International Harvester. The factfinders also urged that maintenance of membership and checkoff be adopted by Harvester, whose farm equipment plants have been strikebound since Jan. 21.

* * *

Ford Tractor Plant Closed by Shortages

DETROIT.—M. L. Bricker, vice-president in charge of manufacturing at Ford, said inability to get motor blocks, fans, water pumps, connecting rods, seat springs and hydraulic lift springs from outside vendors compelled the company to suspend tractor manufacture and assembly at Highland Park last week.

Riefe to Manage Dodge-Portland

DETROIT.—Henry C. Riefe, who has been in the auto industry since 1930, has been named Portland (Ore.) regional manager for Dodge, it was announced last week by E. C. Quinn, sales manager of the division.

H. C. Riefe

Riefe succeeds W. A. Sellman, who resigned to join S. L. Savidge Co. (Dodge-Plymouth), Seattle. Since October, 1945, Riefe has been New York city manager for Dodge.

Lanier Chevrolet Co., Franklin, Ky., capital $35,000, has been incorporated by **Noble S., Dorothy and E. C. Lanier.**

AN ALL-AUTOMOBILE men's polo team played the first international matches since prewar days recently at Havana, Cuba. The American four was the E. S. Evans' Miami Fliers. Evans, with branches in the East, South and Far West, is reportedly one of the world's largest car dealers. Left to right are Evans; Jack and Merrill Fink, and Tom Bradley, all members of the Evans' organization. The Americans flew to Havana from Miami in their own plane, and were playing within a few minutes after arrival.

BBB Instalment Plan Code Approved By Bank Group

CHICAGO.—The National Assn. of Better Business Bureaus program on automobile financing charges received endorsement here last week from the Consumer Credit committee of American Bankers Assn.

Carl Flora, Milwaukee, chairman, said it will recommend a five-point program on finance charges to the ABA executive committee.

Highlights are that conditional sales contracts show the amount of carrying or finance charges in dollars and cents; that contracts also show separately the amount of insurance charges and type of coverage, along with the particular hazards covered; that finance companies, banks and others buying dealer paper decline to purchase any not complying with these recommendations; that firms buying dealer paper invite the public to call or write for rate charts, and that the agencies file rate charts with the nearest Better Business Bureau urging the public to compare rates quoted.

The ABA creed, according to Flora, is that banks should determine for themselves whether they will offer their services directly to the public or through others and should not "uphold or assist such others when they indulge in unfair business practices."

At the conclusion of the meeting, Flora announced that 9,400 of the nation's 15,000 banks plan to engage in automobile loans, either direct to consumers or through dealers.

He said that although banks use the term "consumer credit," they "really are prepared to give complete service on instalment loans."

International Harvester simultaneously disclosed that it has drawn up a plan for local bank financing of instalment sales of its products.

F. W. Jenks, vice-president of Harvester in charge of merchandising services, said that the company wishes to withdraw from direct financing, and to conserve its cash for manufacturing and other activities.

QPA Sets Price For 3 Lincoln '46 Models

WASHINGTON.—OPA last week announced price ceilings for three 1946 Lincoln models. They do not include excise taxes, transportation, handling charges or optional equipment. The prices, FOB Detroit, are effective immediately. They are:

Convertible Coupe, 1946 model, $2,229; 1942, $2,139.

Continental Coupe, 1946, $3,394; 1942, $2,989.

Continental Cabriolet, 1946, $3,459; 1942, $2,989.

The increase in the Continental Coupe and Cabriolet over 1942 is greater than for the Convertible coupe because prices for the first two models advanced less from Jan. 1, 1941, to 1942, according to OPA.

The higher prices for this year's models include allowance for engineering improvements and design changes. These include larger front and rear bumpers, smarter interior appointments, hydraulic automatic window lifts, translucent plastic steering wheel, larger oil pump, and redesigned radiator grille and instrument panel.

PART OF A LARGE GROUP of newly appointed dealers for Kaiser and Frazer cars in the New York area are shown above as they met recently to lay plans for sales campaigns in the Westchester county area. From left to right are Irving, George and Edwin Benjamin, of G. W. Benjamin, Inc., Mt. Vernon; Andrew Ellison, of Station Park Motors, Rye and Harrison area; J. Ackerman, assistant director of sales, Kaiser-Frazer Corp., Willow Run, Mich.; Shep Fields, band leader and dealer in New Rochelle; Gerry E. Lyons, general manager of the Regional Motor Sales Corp., New York distributor, and F. F. Viscomo, Station Park Motors, Rye and Harrison area.

Macauley Quits As President Of the AMA

DETROIT.—Alvan Macauley tendered his resignation last week as president of the Automobile Manufacturers Assn. Elected a director of the industry's organization in 1913, he has served as its president for 18 years. His resignation will take effect when the board of directors of AMA elect a successor.

Macauley

Macauley, who is chairman of the board of Packard, has been an automotive industry leader for more than a third of a century.

Macauley's career in the automotive industry began in 1910, when the late Henry Bourne Joy, then head of Packard, hired him away from Burroughs Adding Machine Co. to become Packard's general manager. He was elected president of the company in 1916, serving in that capacity until Apr. 17, 1939, when he became chairman of the board.

Expansion

Brake Shoe Unit Enlarges Facilities Despite Tieup

ROCHESTER, N. Y.—Expansion of the Kellogg division of American Brake Shoe Co. here continued without interruption during the month's strike by the members of the United Steel Workers of America-CIO, according to Raymond E. Hall, plant superintendent.

This is in contrast to the situation at General Motors, where the huge postwar expansion program has been suspended since the UAW-CIO strike began Nov. 21.

Auto Industry Sees Need for A Skeptic

(Continued from Page 1)

ton who know that an auto company can spend a thousand potatoes building a car, add 10 percent at the bottom, 15 in the middle and another 15 on top—and then peddle the works for seven hundred.

It all goes back to the belief that the auto industry is a miracle industry. And Bowles seems to still believe in miracles for he has indicated that little if any price relief will be forthcoming despite the new cost burdens.

The harassed little auto man stuck his head up over the mountain of cost figures, pay increases and government love letters, and said in piping voice:

"Honest Injun. Tell 'em Mis Tattersall won't help. We never used an Ooky Dook in our life. We got to build these cars with steel and chrome and paint and people."

That miracle business got around because of a misconception of what brains, sweat and free competition could do.

High production with mass methods can accomplish some wonderful things. But there is a limit. There is a limit to the restrictions government can put on the men of mass production without hurting mass production itself. There is a limit to the fences labor unions can build around the industry without hurting the source of their livelihood.

In brief, you can't get more eggs out of the goose with an ax.

When OPA overanticipates the savings high production will bring, then, miracles or no miracles, the auto industry is on a spot.

The auto industry wants to fight inflation. But it wants to do it sensibly.

The UAW, which has posed as the great white hope of the anti-inflationists, has barged in to grab its 15 percent. It wants inflation for itself but nobody else.

But you can't do that. The auto industry has to use those UAW workers with their 15 percent increases to build cars.

It has to buy its steel from the steel companies which are paying their workers 15 percent more. It has to buy components from fabricators who are paying about 10 percent more for the steel, and the fabricators, in turn, have to work with employes who are getting 15 percent more.

Looking back, we say again that the auto industry did a lot of wonderful things WHEN IT WAS FREE. But now the OPA and labor have rounded off all the corners, taking the benefits for themselves.

In this situation, it appears that the only hope is the course charted by Henry Ford II for his company:

The biggest gamble in the history of the industry on the belief that high production can somehow be reached in time to throw off the shackles of government and permit a great industry to produce more things for more people in freedom, before the industry goes bust.

Getting back to the purpose of this story, we are afraid to add up the figures, but of this we are sure:

If you think that labor can have inflated wages in a non-inflated world, you're crazy.

Obituaries

James Thorn Neely

ROCK HILL, S. C.—James Thorn Neely, 65, head of Neely Motor Co., the oldest automobile dealership in the county, died at his home here Feb. 13 after a short illness. He was a past president of the South Carolina Automobile Dealers Assn.

* *

Scott Benjamin

SEATTLE.—Scott Benjamin, one of the first auto dealers in the Pacific Northwest, died here Feb. 13 at the age of 86.

* * *

Thomas B. Dewhurst

LEXINGTON, Ky.—Thomas Branthwaite Dewhurst, 76, former dealer and Kentucky's first owner of an automobile, died here Feb. 10. Mr. Dewhurst arrived in the United States in 1885 and shortly after that came to Lexington, where he established a bicycle business and later became Lexington's first auto dealer.

Ford

(Continued from Page 12)

fall. But the statement of Bowles in this respect does not reflect all the facts. He does not make it clear that manufacturers who supply our suppliers with parts do have price ceilings. He also ignores the fact that parts for trucks and all automotive replacement parts are still subject to ceiling prices.

"The OPA Supplementary Order of Aug. 29, 1945, to which Bowles referred exempts passenger car original equipment from price ceilings but specifically excepts tires, batteries, radios, ferrous and nonferrous castings. The regulation also states examples under which such items as glass, electrical wire, forgings, upholstery and similar items are not classified as parts unless at least partially fabricated."

Repeating a statement made in San Francisco, Ford continued, "a foundry which has supplied us for many years with gray iron castings told us they lost $330,000 during 1945 because the cost to them of producing the castings we needed was above the price at which they were allowed to sell to us. They stopped supply.

Truck Part Case

"Another supplier had been making thousands of small but vital truck parts for us for 50 cents each. His material prices had gone up so much after V-J Day that he asked OPA for permission to charge 61 cents. OPA said "No." They were willing to go as high as 54 cents. But the supplier could not produce parts at that figure and so he stopped manufacture. After considerable delay, we finally found two new suppliers. One now is furnishing us with the necessary parts at 82 cents, and one at 84 cents each, both with OPA approval.

"In making public our estimates of last summer that motor cars would cost 55 percent more to make during the first postwar year than they cost in 1941, Bowles failed to make it clear that these estimates were submitted to OPA before OPA had announced any price regulations on new cars, more than a month before OPA had given us even the basis on which price ceilings were to be calculated.

"What Bowles had to say on this point and the manner in which he chose to say it left the impression that we had secretly applied for a 55 percent increase in existing price ceilings. Actually, we have applied for no relief on any of our cars since OPA ceilings were established.

Estimates Accurate

"Incidentally, those estimates of last July turned out to be pretty accurate. We estimated, for example, that our most popular model, which had cost $512 to make in 1941, would cost us, under postwar conditions, about $935. These figures do not include cost of advertising and selling or any profit. We found in November, before we reached scheduled production, that it was costing us $963 to make this model."

The telegram stated that "Since then we have cut that cost somewhat by increased production efficiency, but in the meantime we have added $41 million to our annual bill for wages, and still have to absorb increased costs to us and our suppliers due to the new price of steel.

"Our OPA price to dealers on this model is $728.

"We do not want to get into public arguments with OPA or any other government agency at this time, especially since the President late last week announced a new wage-price policy. However, I have stated publicly my opinion that inflation is based on scarcity and that the way to prevent inflationary prices of manufactured products is to produce goods for people to buy with the money they have to spend."

He concluded "We at Ford Motor are going to continue to act in that belief.

"Our job always has been to make more and more products at lower and lower prices so that more and more people can afford them. We look forward to the time when American industry can get back to this job under the constant stimulus of free competition."

CLASSIFIED WANT AD DEPARTMENT

Reaching an estimated 50,000 readers engaged in all branches of the automotive industry from Maine to California. Low Rates: TEN CENTS (10c) PER WORD for one insertion or 25c per word for 3 insertions. Cash in advance. Count initials and groups of numbers as one word. Ads may be signed with your full name and address at regular rates, but if signed "Box No. . . . . , in care of Automotive News, Detroit 26, Mich." add one Dollar ($1) per insertion for this address and extra service as replies are forwarded, unopened, the same day received. Display Ads: $7 per inch, per insertion.

WANT AD DEPT., AUTOMOTIVE NEWS, PENOBSCOT BUILDING, DETROIT 26, MICH.

HELP WANTED

WE NEED A PARTS ROOM MANAGER IMMEDIATELY. Must have had several years' experience recently in a Chevrolet Parts Department. If you desire a connection with a modern high grade Chevrolet dealership and want to live in the most beautiful city in Florida, where you can enjoy swimming and fishing the year around, write Larry Dimmitt, Clearwater, Florida. Give full information about your most recent business connections. Good salary and bonus for right man.

SERVICE MANAGER for established De Soto-Plymouth dealer in Northwest Minnesota City at the Head of the Lakes, population one hundred ten thousand. Shop has exceptionally good service department and body shop facilities. Yearly sales volume $45,000. We require a good man and are willing to pay accordingly. Write giving experience and qualifications to Box 1187, c/o Automotive News, Detroit 26.

EXPERIENCED AUTO UPHOLSTERY and top man. New business, ideal working conditions, highest wages paid. HARSIN MOTOR CO., 402 Colorado Ave., La Junta, Colorado.

TRUCK DISTRIBUTION MANAGER. Heavy duty truck manufacturer, must be experienced in truck field and able to handle factory distribution and correspondence. Prefer man 35-40 residing in Detroit. Address full particulars, stating salary expected to Box 1189, c/o Automotive News, Detroit 26.

PACIFIC COAST REGIONAL MANAGER. Must be Coast resident and understand conditions there. Thorough knowledge of heavy duty trucks essential. Must be experienced in dealer relations work. Considerable traveling required. Give experience in detail, including age and salary requirements. Box 1194, c/o Automotive News, Detroit 26.

POSITION WANTED

AVAILABLE — MAN 34. General Motors retail experience, desires manage dealership. Box 1191, c/o Automotive News, Detroit 26.

AT PRESENT I AM MANAGER of a Buick franchise. Because of continued illness of my wife, due to climatic conditions, I am forced to make a change. Prefer the South or Southwest and naturally would like to be associated with a Buick franchise. I am working on a salary and bonus arrangement. Have some money to invest and would be willing to re-invest bonus. More interested in future than the present. I am well versed in all phases of running a deal, especially in accounting and taxes. Box 1188, c/o Automotive News, Detroit 26.

SERVICE MANAGER with more than twenty years' experience with Cadillac distributors and Cadillac factory. Have training and experience in complete operation of service and parts departments. Leonard B. Sohn, 701-22 St., N.W., Canton, Ohio.

SERVICE MANAGER—Several years' experience, now employed, desires to make connection with Ford dealer in Southern states who is doing over $15,000 retail customer labor. Excellent references as to ability and accomplishment. Box 1175, c/o Automotive News, Detroit 26.

ACCOUNTANT, EXPERIENCED AS OFFICE MANAGER AND PARTS MANAGER, desires permanent position in southwest. General Motors preferred. Age 38. Excellent references. Box 1181, c/o Automotive News, Detroit 26.

REPRESENTATION WANTED

REPRESENTATION WANTED by American Auto Appraisal in communities east of the Mississippi River. Liberal selling proposition. Either whole or part time. American Auto Appraisal, 194 Grove, Detroit 3, Michigan.

Trailers
ALL METAL
ONE WHEEL
JOBBERS WANTED
MARVILLE DWYER
1835 North Eastern Avenue
LOS ANGELES, CALIFORNIA

MFRS. REPRESENTATIVE

MANUFACTURERS' REPRESENTATIVE. Calling on automotive jobbers, hardware jobbers and chain stores. Will represent you in all the Pacific Coast states and Arizona, or in part. References gladly exchanged. Box 1177, c/o Automotive News, Detroit 26.

Manufacturers' Representative
Covering five Western states. Own offices in Seattle, Portland, Oakland, Los Angeles. Calling on automotive hardware, and farm implement jobbers. Open for one or two additional good lines.
Box 1186, c/o Automotive News, Detroit 26

MFRS. AGENT

MANUFACTURERS' AGENT WANTS ADDITIONAL LINES. Production, maintenance and accessory items for the automotive, aviation and allied industries. Headquarters in Detroit — coverage for eight counties in Southeastern Michigan. G. D. McCormick, 750 Whitmore Road, Detroit 3, Michigan.

DEALERSHIP FOR SALE

CAR DEALERSHIP FOR SALE. Popular car. Sale includes building, show room, service garage, many gas pumps. Good corner northern town. 1941 quota 180 cars, and total volume-business-$500,000. Price $75,000, want all cash. Ralph Deininger, Broker, 33 West 42nd, New York.

DEALERSHIP WANTED

WANTED
NEW CAR FRANCHISE
Preferably in the South. Will pay top price for goodwill, can qualify with any manufacturer, will assume lease or buy building if price is right. Will purchase complete inventory.
Box 1193, c/o Automotive News, Detroit 26

WILL PURCHASE SMALL PACKARD AGENCY in South or purchase working interest and manage new and used car sales. Fourteen years successful with same Packard Distributor. Reference and sales record upon request. Married, age 40. Box 1190, c/o Automotive News, Detroit 26.

VETERAN DESIRES TO PURCHASE partnership or dealership. Had Chevrolet dealership prior to war grossing over $200,000.00 annually. Exceptional good background. Active, progressive and responsible. Capable of taking full charge. Box 1192, c/o Automotive News, Detroit 26.

BUSINESS OPPORTUNITIES

MIAMI, FLA. PROPERTY
CHEVROLET DEALER
Cancelled account military service and factory will not reinstate. Must dispose of all assets. Includes reinforced concrete and cement block building constructed in 1941. Show room and offices 40' x 40', shop and parts 50' x 90', paved used car lot 50' x 100'. Shop equipment and hoist, parts tables and bins, office desks, chairs, files, safe and equipment. Six neon signs. Property suitable for new or used car dealer, car rental agency or general garage. Write or wire owner:
Lt. Colonel H. H. Goodrich
2933 S. Dinwiddie St. Arlington, Virginia

USED CARS WANTED

SEVEN PASSENGERS, limousines, large fives; cars must be clean. Prices reasonable. McCLINTOCK - CADILLAC, Lansing, Mich.

WILL BUY ANY GROUP of used cars and trucks that are salable. Any make or model. Freds Chevrolet Company, Decatur, Illinois.

WANTED. Packard Darrin convertible, originally sold about $6,000. Contact Castner Denton, c/o Ross Company, Middletown, Ohio.

WANTED USED STEAM CAR in running shape. Wanted old model car, Brush Overland, any make running shape. Box 404, Concord, N. C.

USED CARS FOR SALE

FOR SALE: 1939 PACKARD, 7 passenger sedan, Model 1234. Like new, low mileage, radio, heater, and overdrive. Will sell for less than low ceiling. R & S MOTOR CAR CO., Tenth and Park Ave., Newport, Kentucky.

BUSES FOR SALE

SIXTEEN TWIN COACH INTEGRAL BUSES, twenty-three passenger. All are in excellent condition, both appearance and mechanically. Priced for quick sale. Fletcher Motors, Inc., Jacksonville 2, Florida.

THREE 1941 GMC 54 passenger Wayne body school buses. Merrick Motor Sales, 188 N. State St., Painesville, Ohio.

BUS FOR SALE—1936 Buick Series 60 12-passenger, body lengthened, appearance good, mechanical condition good. Ideal for orchestras, ball teams or school bus—has radio and heater. Tom West Chevrolet Sales, Sullivan, Illinois. Phone 6222.

Advertise in
AUTOMOTIVE NEWS

AUTO EQUIPMENT

PLACE YOUR ORDER TODAY
Improved Automatic
TOW PILOT—$17.50 Dealers
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FACTORY DISTRIBUTORS:
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IMMEDIATE DELIVERY
Write or Wire for FREE Literature

TRUCKS WANTED

WANTED TO BUY
All Makes and Models of New Trucks
Also New Bus Chassis
BEN FISHEL AUTO COMPANY
2114 Sycamore Street, Cairo, Illinois

TRUCKS FOR SALE

FIVE NEW CHEVROLET ten wheel trucks equipped with Thornton four rear wheel drive units, ten eight twenty five X twenty ten ply tires. Immediate delivery. Doan-Calhoun, Inc., 4605 N. 5th St., Philadelphia, Pa.

1940-41-42-43 GMC TRUCKS — 2½-ton Dual, Tandems, Maint, Vans and others. All in excellent condition. Complete tire equipment. Becker Motors, Indianapolis, Indiana. LIncoln 4389.

FACTORY BUILT STAKE BODIES — 9 feet and 12 feet with 42-inch stakes. Fit any truck, mounted immediately. University Chevrolet, Phone 6346, Bloomington, Indiana.

STATION WAGONS WANTED

STATION WAGONS WANTED. Two new or used 12 to 14 passenger station wagons. Must be popular make. Please give description and price. Joe Danhof, Amsterdam Garage, Manhattan, Montana, R. R. No. 1.

STATION WAGONS FOR SALE

14 1940-41-42 Ford, Chevrolet, Plymouth and Mercury station wagons (with brand new custom bodies). Will sell one or all or trade for used cars. Sam Greenfield Co., 6700 Euclid Ave., Cleveland 3, Ohio. Phone HE-0232.

PARTS WANTED

WANTED—Complete body for 1941 Chevrolet chassis. Drive-It-Yourself Inc., 117 W. Second St., Dayton 2, Ohio.

WANTED—NEW OR GOOD USED hood and grille assembly for 1940 Mercury. Justice & Smith, P.O. Box 1004, Jackson, Mississippi.

RIGHT HOOD-HALF or complete hood, new or used for 1942 Chevrolet passenger car. Wire collect Hereford Chevrolet Company, 628 Merchant St., Emporia, Kansas.

RIGHT FRONT DOOR for 1941 Buick model 41. Hoag Motor Company, Beaver Dam, Wisconsin.

BODY COMPLETE for 1941 Chevrolet. Must be in good condition throughout. Prefer tudor, fordor or five passenger coupe. Wire or write giving price, location, etc. Harold Pace, 56 East Pine St., Orlando, Florida.

LEFT FRONT FENDER and left grille half for 1938 Buick 4 door sedan 40-41. Thayer Motor Company, Clearwater, Florida.

WANTED—HOOD for 1942 Ford station wagon. J. Cavanaugh, No. 600 Queen Anne, Seattle 9, Wash.

COMPLETE GRILLE, left front fender, left headlamp 1939 Cadillac, series sixty. New or used. Mrs. Art. Leeper, Box 735, Ponca City, Okla.

WANTED. WATER PUMP for 1939 LaSalle. McCas Chevrolet Company, West Memphis, Ark.

WANTED RIGHT FRONT FENDER, 1940 Cadillac sedan, model "62." Louis C. Raballo, 207 N. San Joaquin St., Stockton, Calif. Ship C.O.D.

WANTED COMPLETE HOOD ASSEMBLY, new or used, for 1942 Plymouth, part number 983146. Write or wire Welborn Motor Company, Anderson, S. C.

AUCTION
BEN FISHEL AUTOMOBILE AUCTION COMPANY
At 10:30 A.M.
Every Tuesday — Rain or Shine
Used Cars and Trucks on Hand At All Times
FOR DEALERS ONLY
WE BUY WE SELL WE SWAP
COME BUY COME SELL
Phones 127-128-891
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PARTS WANTED

WANTED TO BUY
Holmes Wrecker Crane and Body Model HD-1. Must be in first class condition. Will also consider chassis
Tag Galyean
Virginia and Truslow Streets
Charleston West Virginia

PARTS FOR SALE

HUDSON PARTS ONLY, all kinds. Timing gear kits list $7.25 net $5; main bearings, 6 cylinder clutch plates $4.75 — 25 cents packing charge. HUDSON motor, transmission, differential rebuilding; prompt service. Strictly HUDSON, nothing else. Wilsey Hudson Sales, Lima, Ohio.

NEW 1940 Nash frame—fits any 117" wheelbase. Butler Nash Company, Butler, Pennsylvania.

FOR SALE, new or used, Chrysler and Plymouth late model body and mechanical parts. GORDON & JACOBSON, INC., Eighth Ave. at Library St., Homestead-Munhall, Pa.

SHOP EQUIPMENT FOR SALE

LIQUIDATION SALE. Moto Lab, Bear brand, excellent condition, $125. Wilmington Air Compressor, 7 cu. ft. capacity, good condition, $175. Meyers Pressure Car Washer and Attachments, 2 car capacity, $100. Hobart Bros. Battery Charger, $25. Engelhard Fuel Analyzer, $65. Weaver Headlight Tester, $25. Further information gladly furnished. Box 150, Cambridge, Ohio.

MODEL E, 420 Allen Engine Analyzer complete. New, never used. $400. The bulletquick charger made by Hunter-Hartman Corporation, 110 volt, one phase, 60-cycle, 17 ampere. Perfect condition. Used $125. Goebel Motors, Grand Forks, N. Dak.

AVAILABLE FOR IMMEDIATE DELIVERY. Herbrand and Ken-Tools, rim wrenches, tire irons, bead looseners, battery pliers, jacks and many other items for the automotive trade. Write for new price list. Advance Tire Supply Company, 3243 Joy Road, Detroit 6, Michigan.,

ACCESSORIES FOR SALE

ATTENTION CAR DEALERS—Auto seat covers custom-tailored and universal, in fiber and sailcloth. Perfect Fit Cover Company, 1776 Broadway, New York.

MISCELLANEOUS

ENGINE REBUILDING—Crankshaft grinding and metallising. John P. Hughes Motor Co., Inc., 800 Commerce St., Lynchburg, Virginia.

CHROME FURNITURE for auto showrooms. Now available. Chairs, settees and tables in many colors and styles. Write for literature. Kay Davis Co., 890 Gerard Avenue, New York 52, N. Y.

REWARD

$50 REWARD FOR INFORMATION leading to the recovery of 1942 Oldsmobile Hydramatic Club Sedan, two-tone brown, red wheels, motor GA444801; serial 66-94179, stolen January 18, 1946. Phone, write or wire information to Art Watson Motor Company, 3215 Reading Road, Cincinnati 29, Ohio.

EX-SERVICE MEN
Automotive News will gladly insert Position Wanted ads in this section, free of charge, for men or women who have been honorably discharged from military service, providing applicant furnishes (1) proof of honorable discharge; (2) reference as to former connection with any branch of the automotive industry. Welcome home; there's a job waiting for you somewhere among our readers!
George M. Slocum, Publisher.

Remember this ad?
It appeared in Automotive News, October 29, 1945. The city: Beaver Falls, Pa.

YES SIR! THAT'S FOR US!

—said veterans

Bentley, Callahan and Kenney

Back in October, when "City X-4" was first advertised, the men pictured here were just getting back to civilian life from the Army and Navy.

Within a month, they were operating the new Packard dealership in "City X-4"—Beaver Falls, Pennsylvania.

That's moving! But it's typical of the way Packard's "Opportunity Cities" are being snapped up.

Veterans Bentley, Callahan and Kenney studied Packard's analysis of sales and service potential in Beaver Falls, a city of 17,000 population. They signed a contract three weeks later.

Their first new Packard Clipper went on display December 15, 1945—and got floor play estimated at over 2,000 people.

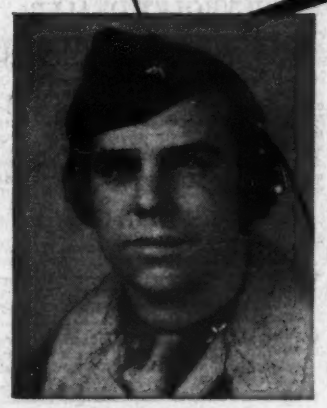
Within one week, they had 50 advance orders on their books —all from the kind of owners every dealer wants.

At the same time, they were building up their service volume. Within one month their six mechanics had all the work they could handle.

They're the right men for the right city—with the right product. And that's a combination you can't beat.

OPPORTUNITY CITIES

Packard has some "right size" cities—small, large, and medium-sized—for the right operators. Inquire *now*. Applications have been pouring in, so there's no time to lose. Phone or wire the Packard Sales Division, 1580 East Grand Blvd., Detroit 32, Michigan—or call the nearest Packard Zone Office.



Edward A. Bentley
Credit manager of an automobile finance company before the war. Later became a 1st Lieutenant in the Air Corps. Back from ETO with three battle stars and the Air Medal with five clusters.

Edmund E. Callahan
Had nine years' prewar experience in automotive sales and service with a competitive make. Received his honorable discharge in October 1945, and picked Packard as the car for his own business.

Thomas L. Kenney
In automobile sales and service fo 18 years. Left a salesmanager's po to spend two years in war work; the entered the Navy and became Petty Officer AM 2-C. Honorably discharged in October 1945.

ASK THE MAN WHO OWNS ONE

PACKARD

"A Good Company to do Business With"